THE HAIR,

ITS CARE AND PRESERVATION.

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BANK PLAIN,
NORWICH.

THIRD EDITION.

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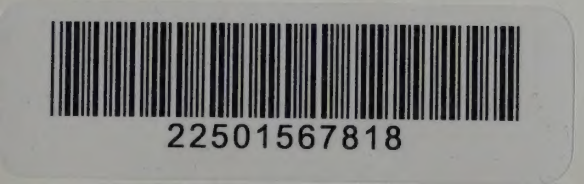
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THE HAIR

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CARE AND PRESERVATION.

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CHAPTER I.

PRELIMINARY.

THE possession of a good head of hair depends mainly upon the maintenance of the scalp in a perfectly healthy condition.

The principal factor in the retention of this indispensable condition is, that both the scalp and hair should receive methodical care and attention from early youth. When this has not been given, sooner or later the hair shows evidences of neglect by losing its glossiness and beauty, by becoming brittle, weak and lifeless, whilst the natural fall of the hair increases and becomes excessive and, worst symptom of all, the rate of growth diminishes and then ceases altogether.

Care and attention embrace much more than the mere brushing and washing of the hair; they include not only these and other things to be done, but also many things to be left undone.

In order to clearly understand why certain practices are good whilst others are very much the reverse, it is necessary to know something of the construction, growth and properties of the hair and scalp, at least so far as is necessary for the object in view, and also of the varying influences which affect them either for good or for evil.

Heredity. Just as the colour of the hair is inherited, so is its coarseness or its fineness. In a less degree, the same is true of the vigour of its growth and of the period, early or late in life, at which greyness appears, or at which that definite and marked loss of hair occurs which leads to baldness. For it is within the knowledge of every one that greyness and baldness appear in certain families, at least as regards the majority of their members, much earlier than it does in others.

These, then, are all effects of heredity, but these are, at least as to the vigour and permanence of the growth of the hair, capable of modification, for all that has been inherited is a predisposition to this condition, and this predisposition can by suitable treatment be checked and may even be completely eradicated.

Neglect. The colour of the hair is beyond control, but strong hair often becomes thinner and weaker, and fine hair more fine, in consequence of weak health, illness and, much more frequently, of neglect. To a very much greater extent the same causes impair the vigour of the hair-growth, and hasten the approach of greyness and baldness.

Care and attention. On the other hand, much may be done to strengthen the hair, to make its growth more vigorous, and to retard the approach of greyness and baldness, by constant and unremitting attention to the hygiene of the scalp and hair.

If greater care were exercised in this direction, the possession of a good head of hair would be much more general than it now is, and premature loss of hair and greyness, would be much less frequent. This attention should date from early youth, and should be regarded as a daily duty which is sure to repay tenfold the care and trouble expended upon it.

Ill effects of delay. Unfortunately the proper treatment and care of the hair is too often neglected until decided signs of weakness are apparent. When the hair loses its glossiness, becomes more difficult to arrange satisfactorily, loses its "spring" and life, shows the approach of greyness, falls excessively, or ceases to grow, the mischief is already far advanced and the hair and scalp have already fallen into an unhealthy condition. The vessels of the scalp, upon whose healthy activity the very life of the hair depends, have by this time become sluggish and more or less blocked up, and are on their way to a state of atrophy.

Ultimate Success. The longer the delay in adopting suitable remedial measures, the longer will be the process of rehabilitation, but unless the hair follicles have already reached a state of complete atrophy, a renewed and vigorous growth of hair can be promoted even when years are well advanced. To ensure this requires perseverance, for the flow of blood through the thickened and deadened tissues has to be promoted, the hair follicles have to be unblocked, and the secretion of the glands excited, but where the hair has once grown, except the atrophy of the follicles be complete, it may be grown again.

General Health. The importance of a good state of the general health must not be lost sight of. With certain notable and marked exceptions, the rule holds that unless the general health be good the condition and vigour of the hair cannot be satisfactory, for the hair is a development of one of the tissues of the body, the skin, and shares with that its nourishment, health and vigour. Attention to the general health, therefore, must not be neglected.

Local Treatment. But it is none the less certain that local treatment is of at least equal importance, and it may also be safely maintained that in just those cases where ill-health, weakness, and hereditary causes co-exist with an impaired and unsatisfactory condition of the hair, the need for local treatment and attention is most imperative. For wherever these constitutional causes are at work, the hair suffers the most readily and extensively from the slightest neglect, and it is undeniable that by careful local attention these evil results can be checked and a great improvement brought about.

Internal Remedies. Since, as will be shown in the next chapter, the nourishment of the hair, upon which it depends for its growth and strength, is conveyed to it by the minute blood-vessels at its base, it has of late been the fashion to decry local treatment in all cases, and to declare that the only way to produce a vigorous growth and healthy condition of the hair is by the internal administration of blood-forming medicines. Such statements are either based upon a misconception or upon half-apprehended truths, for if the body be already healthy and well nourished, absolutely no good results can follow such administrations. Fortunately the majority of people do enjoy a reasonable degree of health, and it is only a minority who suffer from a deficiency of blood. For this latter class alone, the anæmic and those subject to other forms of debility, blood-making remedies, such as those described on pages 16 and 17, *are* desirable, but alike for these as well as for those who have no need for such medicines, *local treatment* is the first consideration.

Experimental Proof. It has been proved by direct experiment that stimulating Hair Tonics *have* the power of producing an increased growth of hair. To give but one example—a portion of a fore-arm was rubbed regularly every night for three weeks with a suitable Hair Tonic, and at the end of that time there was a decided and most noticeable increase of growth of hair upon the part so treated, whereas upon the other fore-arm, to which no tonic had been applied, the hair remained in its usual downy condition.

This experiment shows the almost constant result of *judicious local treatment*, which is now brought to a high degree of excellence and certainty, and daily usage shows the absurdity of arguments against it.

Both in robust and in delicate health, obstruction and sluggishness of the vessels of the scalp and hair follicles are amongst the principal causes of weakness or of falling hair, whilst in perfect health these are almost the sole causes.

It is, therefore, to the consideration of the means of removing these local causes, that the following chapters are devoted.

In the selection of suitable remedies, Mr. Mason is always willing to assist and he will also prepare special ones whenever this may be necessary. With each enquiry, one day's combings (not *cut* hair) should be sent, and it should be stated—

1. If the hair has been falling a long time.
2. If it be greasy or dry.
3. If the loss be generally distributed over the head, or only in parts. Say in which parts.
4. If there be any scurf, much or little, dry and powdery, or greasy and in large flakes.
5. If there be any irritation of the scalp.
6. What preparations, if any, you use or have recently used for the hair.
7. How often the hair is washed.
8. The condition of your general health.
9. Any special circumstances bearing on your case.

To avoid confusion, kindly number the answers as above.

CHAPTER II.

The Structure of the Hair and Scalp.

In order to understand how to keep the hair and the scalp healthy and vigorous, and how to restore them to that condition when they have fallen away from it, it is necessary to have some acquaintance with their structure, functions and properties.

The scalp is covered by the epidermis, consisting of two layers, of which the outer one is the scarf skin and the inner, the Malpighian layer. Below this comes the cutis vera, or true skin, in the upper part of which occurs the main portion of the capillaries and lymphatics. The cutis vera merges into the subcutaneous tissue, throughout which are distributed lobules of fatty tissue, more or less numerous in proportion to the degree in which the scalp is nourished.

The Scalp. The scalp contains, in addition to the capillaries and lymphatics just mentioned, nerves, muscles, sweat ducts, and the hair follicles, with their sebaceous glands, containing the hair.

Muscles and Fatty tissue. The muscles are both more numerous and larger at the sides of the skull than at the top. Together with the connective and fatty tissues, the muscles form a soft pad, which plays an important part in the well-being of the hair by providing a mechanical agency for reducing the strain upon the hair caused by brushing, curling, or any rough usage.

With age or from ill health, the fatty tissue of the scalp frequently disappears, wholly or in part, as may be seen in the bald,

whose scalps are generally thin and somewhat transparent. This thinness of the scalp undoubtedly hastens the loss of the hair, by depriving it of the protection of the pad, for the hair invariably lasts longer at the sides of the head where the thicker and more numerous muscles, despite the disappearance of the fatty tissue, still afford protection from strain.

The presence of abundance of fatty tissue is evidence that the scalp is well nourished, and whilst that is the case, the hair also is likely to be well nourished and vigorous. The importance of keeping the scalp itself plump, soft, and thick, and the muscles firm and elastic cannot be over-estimated, for so long as this condition exists, the blood can circulate with healthy vigour through its vessels, the hair follicles and glands have ample space to exist and work in, and ample materials in the shape of healthy arterial blood out of which to elaborate their secretions. Massage of the scalp offers the best means for maintaining and prolonging this condition.

The Hair Follicle.

The scalp is full of minute depressions or pits. These pits, which can easily be seen upon the head of the bald, are the openings of the hair follicles.

A hair follicle is developed downwards from the Malpighian layer of the epidermis, and is a small tube, or sac-like body, larger at its base than at its orifice. Its walls are formed partly from the Malpighian layer and partly from the cutis vera, and contain blood-vessels and nerves.

Within the hair follicle the hair has its origin, and receives the nourishment necessary for its growth by means of the small capillaries which pass into the papilla at the base of the follicle.

Any interference with the action of the nerves and capillaries connected with the follicle and its papilla, whether due to constitutional causes or to local obstructions, has an immediate effect upon the hair, and leads to weakness and premature fall.

The direction of the follicle is oblique. Its slant conforms generally to the configuration of the skull, and thus imparts to the hair its natural "lay" or set. In dressing the hair, care should be taken to avoid forcibly arranging it contrary to this natural set.

Sebaceous Glands.

Opening into each hair follicle, there are two or more sebaceous glands, whose function it is to supply just sufficient oily secretion to keep the hair soft, flexible and elastic, and the skin supple. The preservation of this function unimpaired is of the highest importance to the welfare of both the hair and the scalp, as either deficiency or excess of the secretion is hurtful. If the secretion be deficient, the hair becomes dry and brittle, splits at its ends and loses its glossiness, whilst the skin becomes powdery and irritable. On the other hand, if it be in excess, both hair and skin become too moist and greasy, and the skin is gradually covered with patches of greasy scurf. If this excess be neglected, the hair follicles next become distended by the excessive secretion collecting therein and, later, the hair papilla is compressed and contracted by the same cause. This latter condition, which is invariably associated with the presence of Bacteria, greatly weakens and impoverishes the hair by checking the supply of nourishment. The hair soon becomes weaker and more slender, it has a smaller diameter near the roots than it has further on, and premature fall quickly follows.

A healthy condition of the sebaceous glands and, consequently, the regularity of their normal functions, are best maintained by gentle massage and the use of antiseptic lotions.

The Hair Muscle.

To each hair follicle there is a muscle attached. This hair-muscle, the "arrector pili," has the power of causing the hair to stand "on end," and at the same time causes that peculiar roughening of the skin, known as "goose skin." It also assists the flow of the secretion of the sebaceous gland into the hair follicle.

Reference to figure 1 on the plate facing page 8, will make clear the positions of these various vessels, organs, and tissues. The sweat ducts are not shown, as their presence would only complicate the clearness of the diagram and they have no bearing on the point at issue.

The Hair.

As has already been stated, each hair is developed within the lower end of a hair follicle and receives its nourishment from the papilla at the base of the follicle. The bulb or so called root of the hair embraces the papilla, and is continuous with it.

The hair at first is conical in shape, following that of the follicle; but it soon assumes a cylindrical form, which it retains nearly to its end, where it tapers to a point. Although apparently cylindrical, a hair is not perfectly so, and in curly hair it is distinctly flattened.

A hair is, except just close to its roots and at those points where air spaces occur, a solid body and not a tube. Hence there can be no possibility of its "bleeding" when cut, and the absurdity of recommending singeing as a preventative of this is apparent.

Its structure resembles that of an ordinary tree trunk, for it has a central medulla surrounded by a fibrous intermediate portion which, in its turn, is covered by a cellular layer.

The central portion is absent in young hairs, and sometimes in fully developed ones.

The intermediate portion is horny and gives strength to the hair.

The cells of the outer layer are imbricated or arranged like the tiles of a roof, but with the overlapping edges turned *upwards*, so as to fit into the downward overlapping cells of the cuticle of the hair follicle. It is because of its serrated exterior, that a hair cannot be drawn as easily through the fingers in one direction as in the opposite one.

A greatly magnified section of a small piece of hair is shown in figure 2, on the plate facing page 8.

A hair should fit closely into its follicle, but when the latter is choked and blocked up, it becomes enlarged and its interior surface is detached from the hair. This has disastrous effects upon the growth of the hair, and causes the hair itself to lose its symmetrical form and to become uneven, so that some portions, at irregular intervals throughout its length, are thinner than others are. A similar result follows obstructed and impaired action of the hair papilla.

Colouring Matter of the Hair.

The pigment, or colouring matter, of the hair is contained in the central and intermediate portions, but principally in the latter.

Number of Hairs.

The number of hairs present upon a head varies with the race and with the individual. Complexion, too, has a great influence upon this, for the average number of hairs varies from 140,000 in the case of blonde hair to 105,000 in black, and 90,000 in red hair.

Rate of growth.

Hair grows more quickly in the summer than in the winter; but from youth to advanced middle age the average growth, when healthy, is rather less than six inches during twelve months.

Period of Hair life.

The most careful and widely extended observations have been unable to arrive at any more definite conclusion upon the length of the life of a hair than this; that a healthy hair continues to grow and to remain in the scalp for a period of from eight to twelve years. At some interval between these limits, the hair attains its full development and, soon after that, it is either detached by brushing, &c., or is pushed out by a new hair developed within the follicle to take its place. It is probable that most hairs might reach the higher age limit, and that the reason they do not do so is to be found in the treatment they receive or fail to receive.

Were it not for this development and growth of new hairs, it is obvious that every one would become bald in early youth, and it is in this reproduction of new hairs that the greatest argument for, and encouragement in, following out a rational system of treating the hair is to be found. For the development and vigorous growth of new hair can only take place whilst the organs and vessels of the scalp are in a healthy and vigorous condition, and it is only by attention to the hygiene of the hair and scalp, and by massage and the use of suitable Tonic Lotions, that they can be maintained in that condition, not only throughout middle age, but even beyond it.

Daily Fall.

From thirty to fifty hairs fall every day, even when the hair and scalp are in a fairly healthy condition, and this number may be taken as the normal fall. Anything beyond this constitutes an abnormal, premature fall, and indicates a failure in the supply of the natural material for its growth. This failure may be due either to poverty of the blood or, as is much more generally the case, to such local obstructions as have been previously alluded to.

In all cases of premature fall, it is advisable that the hair should be carefully examined. Mr. Mason will be pleased to report upon any sample submitted to him. Each sample should consist of one day's combings and not of cut hair.

Properties of Hair.

Healthy hair is very strong in proportion to its substance, a single hair being able to support quite a heavy weight. In some instances, a hair will support a weight of four ounces, but three ounces may be taken as the general limit. However, hair weakened by disease or by previous stretching is relatively brittle.

Hair is also, when in a healthy condition, extremely ductile; that is, it can, by sufficient tension, be stretched to nearly half as long again as its original length. When in this condition, it, of course, has lost part of its thickness, and is consequently proportionately weaker and extremely liable to break.

It is for this reason that great care should be taken to avoid putting any undue strain upon the hair when combing, brushing, curling, or otherwise dressing it. Such strain not only stretches the hair and so makes it brittle, but also injuriously affects the attachment of the hair to the papilla and follicle.

Lastly, hair is elastic and, if only slightly stretched, has the power of returning to nearly its original length. Its elasticity, however, in the event of its having been greatly stretched, is not sufficient to cause complete retraction; it can only bring it back to a point about half way between its original length and the full extent to which it had been stretched.

It will be readily recognised that in this property of elasticity, hair possesses a powerfully protective agency which greatly

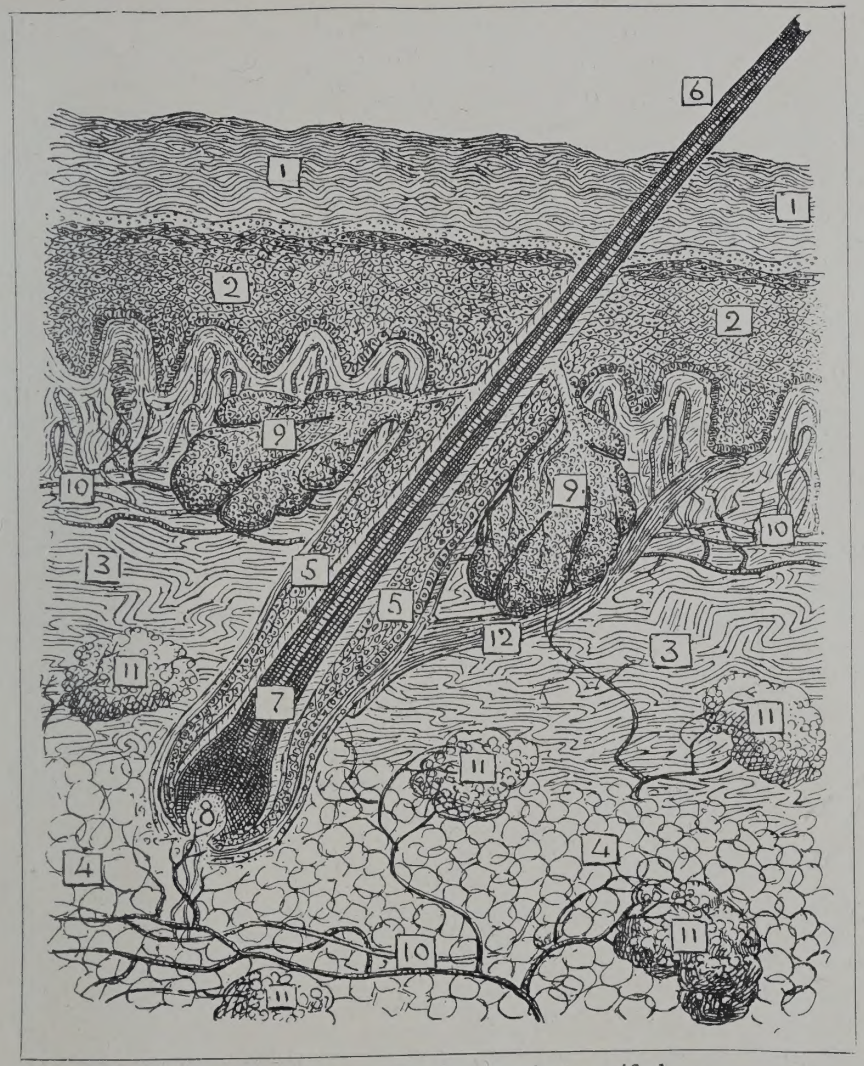

Fig. 1. Portion of Scalp, greatly magnified.

1. 1. Scarf Skin.
2. 2. Malpighian layer, from which the hair follicle is developed } Epidermis
3. 3. Cutis Vera or true skin, with its papillæ, containing main capillaries, vessels and nerves.
4. 4. Subcutaneous Tissue.
5. 5. Hair Follicle, within which the hair is developed and from which it grows.
6. Hair, showing medulla.
7. Root, so called, of the hair embracing papilla.
8. Hair Papilla, through which the hair receives its supply of nourishment and colouring matter.
9. 9. Sebaceous Glands, opening into the hair follicle.
10. 10. 10. Capillaries, which supply the different organs and tissues with blood.
11. 11. 11. 11. Fat Lobules.
12. Muscle, by which the hair is erected.

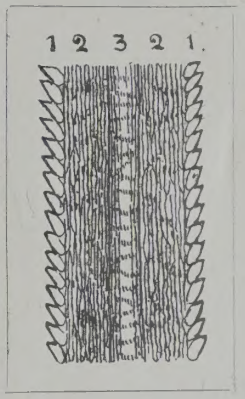

Fig. 2.
Section of small piece of Hair, very greatly magnified.

1. 1. Outer, imbricated layer.
2. 2. Intermediate, cortical layer.
3. Central portion, or medulla.

reduces its liability to injury, and it is therefore of importance to know that by oiling the hair its elasticity is greatly increased. Oiled hair is also much less ductile and is much more difficult to break than dry hair.

On the other hand, hair wetted with plain water, with soapy water or with glycerine can be stretched and broken even more readily than dry hair.

Strong alkaline preparations are still worse and it is for this reason that the hair should be carefully rinsed after shampooing.

Preparations containing diluted Ammonia have not the same ill-effects and these should be used in preference to those containing Potash or Soda. Salts of Tartar (Carbonate of Potash), a common agent for cleansing and brightening the hair, should never be used.

Spirituous Lotions, such as Mason's Jaborandi Tonic, Viotis Tonic, Cinnacia, and Tannaseptine have no ill-effects upon the hair in these respects, as they do not make the hair brittle or permanently increase its liability to stretch.

These facts have an important bearing upon the care and treatment of the hair, making it clear that the risk of stretching and breaking is greatly increased by brushing, or otherwise subjecting it to strain, whilst wet with water, with alkaline preparations, or with glycerine; and that, on the other hand, Spirituous Lotions are free from these dangers; and that oil positively increases the power of the hair to resist these ill-effects.

CHAPTER III.

Daily Care of the Hair.

THE development of the hair from the Malpighian layer of the skin and its intimate connection with and dependence upon the scalp as a whole, shown in the preceding chapter, make it evident that in order to secure the possession of a good head of hair, the one, indispensable factor is the maintenance of the scalp and its vessels in a condition of healthy activity.

What Constitutes Daily Care.

The measures which will promote this healthy condition are simple and can easily be carried out. They constitute what it is convenient to call the Daily Care of the Hair, although most of these measures are not employed daily, and embrace Massage of the Scalp, Hygienic Washing and Brushing of Hair and Scalp, and the adoption of sensible modes of dressing and wearing the hair. They also include the avoidance of everything likely to bring the hair and scalp into a weak and unhealthy state.

It is here taken for granted that both hair and scalp are in a naturally healthy condition, and that they have not suffered, at least to any great extent, from neglect. The treatment recommended in this chapter has for its object, the preservation and improvement of such a condition, the consideration of hair and scalp which have fallen into an unhealthy state being dealt with later.

Scalp Massage.

First and foremost in importance is Massage of the Scalp. The good effects of properly regulated massage of the face, neck, bust, arms and, indeed, of the rest of the body are now fully recognised, and equally good effects result from Massage of the Scalp. As is the case in massage of the body, in order to obtain the best results Massage of the Scalp should be regular, frequent and persistent. By attention to this, those minute blood-vessels, the capillaries, which bring blood to the tissues and to the hair

itself and thus maintain both in a healthy condition, have their activity gently stimulated in such a way as to ensure the entire scalp being amply supplied with nourishment. At the same time, the lymphatics are assisted in the exercise of that important function, the carrying off of worn out particles of the tissues. Massage also preserves the elasticity of the muscles and, when gently performed, as should always be the case in Scalp Massage, it encourages a moderate formation of fat, the importance of which has already been pointed out. It helps to relieve the hair follicles of accumulated secretions and to free these and the vessels of the scalp from obstructions, and to regulate the activity of the sebaceous glands. Finally, massage is highly beneficial to the nerve tissues whose influence upon vigorous hair-growth is by no means inconsiderable.

Objects of Scalp Massage.

The main objects of Massage are, therefore, to improve the general tone of the scalp and to prevent it from becoming thin and too closely adherent to the skull; to help the local circulation so as to promote a flow of blood to the hair, the hair-follicles and the tissues generally; and to prevent an accumulation of Scurf. Also to empty the hair-follicles and to maintain the sebaceous glands in the normal state of activity which will ensure that due lubrication of the hair by their secretion, an effect indispensable for keeping the hair from becoming dry and brittle.

The attainment of these objects results in preventing the fall of the hair, in retarding the advent of premature greyness, and in producing a luxuriant growth.

Mason's Basic Cream.

In order to realise these objects to the full extent, it is necessary to employ a suitable Emollient during the process of massage. Such an Emollient is provided in Mason's Basic Cream, a preparation devised especially for this purpose, and one which is possessed of just those gently stimulating properties necessary for increasing the activity of the vessels of the scalp, for imparting tone to the muscles and nerve tissues, and for prevention of undue waste in the fatty tissue.

The Basic Cream has the further advantage of possessing the tonic and antiseptic properties which are indispensable in a preparation for this purpose.

Sutton's Palma Christi Extract.

Another preparation which is admirable for massage of the scalp, is Sutton's Palma Christi Extract, which stimulates the action of the hair follicles, nourishes and strengthen the hair, and leaves the latter beautifully soft and glossy.

How to Massage the Scalp.

In all kinds of massage the use of the fingers and hands is infinitely superior to that of rollers or other mechanical appliances, and in the case of Scalp Massage this is especially the case.

The massage should invariably be of a light and gentle character, and should resemble a modified form of kneading *with the tips of the fingers.* This is produced by placing the tips of the fingers upon the scalp in such a way as will keep them *slightly apart;* they are then to be drawn along the scalp by a circular or semi-circular movement, during which the separated fingers should *gently nip the portions of scalp lying between them* and at the same time should *press downward* into the scalp with *alternate gentle and somewhat firmer movements.* In addition, a series of gentle tappings with the tips of the fingers all over the surface of the scalp are beneficial.

Time Required.

Massage of the healthy scalp does not make excessive demands upon one's time, as only about six or eight minutes are required to cover the whole scalp and it needs only to be performed twice a week, or at the utmost every other night.

FIG. 3.

FIG. 4.

FIG. 5.

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Movements. After taking down the hair at bed-time and before brushing it, shake it out quite loose. Then, having dipped the tips of the fingers of both hands in the Basic Cream, a little of which should have been previously poured into a saucer, begin a series of the movements just described by placing the tips of the fingers of both hands at the juncture of the hair and the forehead and continue the series so as to cover all that portion of the scalp between the edge of the forehead and the crown of the head. See figure 3 facing this.

Now place the tips of the fingers of *each* hand upon the lower edge of the *corresponding* temple and work upwards unti they reach that portion of the top of the head covered by the first movement. Repeat these movements until both *sides* of the head are evenly massaged. See figure 4 facing this.

Lastly, the fingers of both hands are placed at the lower edge of the hair at the back of the head, and are worked upwards to the crown in such a way as to massage all the scalp at the back. See figure 5 facing this.

By thus using the Basic Cream in these three simple massage movements, the scalp can be kept in a thoroughly healthy condition, a condition most favourable for the healthy growth, permanence and beauty of the hair. The daily fall of the hair will also be greatly reduced, that fall which is in evidence when brushing the hair and which is generally regarded as natural and inevitable, although it is so only in part, for over and above the natural fall of those hairs which have attained their full development, there is a large number whose fall is due solely to careless treatment and neglect. It is one of the main objects of this book to eliminate this unnecessary fall.

Tonics. It is advisable three or four times a year for a period of two or three weeks, especially in Spring and Autumn when the fall is apt to increase, to use a Hair Tonic instead of Basic Cream for Massage of the scalp. Nothing is better for this purpose in the great majority of cases than either Mason's Jaborandi Hair Tonic, or his Jansia Hair Food. When, however, the scalp and hair are excessively moist or greasy, Mason's Viotis Hair Tonic is to be preferred. These Tonics greatly increase the flow of blood in the scalp and powerfully aid the growth of the hair. A full description of them will be found on page 20.

The same remarks apply to the treatment of the Scalp after recovery from Fever or other severe illnesses.

Washing. Neglect of proper cleansing, brushing, oiling and cutting have much to do with the premature loss and greyness of hair.

Every one realises that the head and hair require to be kept scrupulously clean, and that the scalp must be kept free from dust, dirt and dried perspiration. What, however, is not generally realised is that too frequent washing is almost, if not quite, as bad for the hair as the neglect of that important operation.

Once in from four to six weeks is the utmost frequency with which it may be washed, unless in special circumstances, and anything more frequent may prove detrimental.

Of equal importance is gentle handling during washing and drying. This is absolutely essential and there is no question that much mischief is done to the hair by careless, rough treatment on these occasions.

Frequent wetting the hair is injurious, and whenever it has been wetted, the hair should be dried as rapidly as possible. To allow hair to remain wet causes it to become weak and brittle.

Full details of the proper washing and drying of the hair will be found in Chapter VII, which is devoted to their consideration.

Brushing and Combing. The hair should be combed and brushed twice daily with a brush provided with long flexible bristles. A brush fulfilling these requirements is found in Mason's Ladies' Hair Brush, a full description of which is given on page 36.

The brushing should be so directed as to reach the scalp in order to remove the dead scales of the skin and all dust and dirt. If the bristles are long and flexible and not too stiff, the brushing will promote a healthy stimulation of the scalp, but if they are short and stiff, it is liable to set up an injurious irritation and at the same time to stretch and break the hair.

Detailed instructions for proper brushing and combing are given in Chapter VIII.

Oiling the Hair. There can be no doubt that the hair now-a-days is kept much too dry and that, as a consequence, it becomes brittle, loses its elasticity and glossiness, and either splits at its end or breaks quite off. Until about forty years ago it had been the habit from remote ages to use oil or grease in one form or another freely for the hair. At that time a reaction set in, in some respects a healthy one, for carried to excess, the habit of plastering the hair with grease is not only unpleasant, but also unnecessary and even hurtful.

In moderation, however, the use of oil is unquestionably beneficial, for oil protects the hair, preserves and increases its elasticity, a most important point (see page 9), prevents undue dryness with its consequent brittleness and splitting, and enables the comb and brush to pass freely through it without putting great strain upon it.

After Washing. There is one period in particular at which a little oil should invariably be brushed in, and this is after the hair has been washed and dried. Washing completely removes the natural oil, and as it takes several days for the newly secreted oil to reach the end of the hair, the latter is sure to suffer in the meantime unless this loss be made good.

After Curling. It will surprise many to learn that hair which has been curled, will keep in curl much longer if a small quantity of Oil be brushed into it, but the quantity must be very small, only a few drops, since the slightest excess would defeat the object in view by making the hair dank.

The cause of hair going quickly out of curl, as most know, is the absorption of moisture and as the presence of Oil prevents this absorption, the advantage of its use is apparent. Certainly the application of Oil after curling is to be commended in damp weather and also when going into ball-rooms, theatres and other places of amusement, as in all such places an excess of moisture is likely to be present in the atmosphere.

Split Ends. The hair should be Oiled whenever it appears dry, brittle and harsh, or when it loses its glossiness, conditions which are unfavourable to it and which are sure to lead to its becoming split at its end, and to further weakness and loss. Excessive dryness is perhaps the principal cause of split ends, another being the reaching by the individual hair of the period of its full development and consequent impoverishment and loss of growing power, but even in the latter case the splitting process can be delayed, and in the former can be prevented by a reasonable application of oil.

Quantity of Oil. In recommending the use of Oil, or of an Oily dressing, it is intended that only an extremely small quantity should be applied, a quantity that in no case should be sufficient to make the hair greasy to the touch, but only enough to impart a feeling of life

and "spring" to it. A few drops will suffice for this, provided that they be divided equally between different portions of the hair and be thoroughly brushed in so as to distribute them evenly over the whole of the hair and throughout its entire length.

Suitable Oils and Dressings.

It is indispensable that whatever Oil or Dressing be used, and for the purposes just indicated a liquid preparation is preferable to a Pomade, it should be absolutely pure and free from rancidity, and, above all, free from the presence of Bacteria, as otherwise it will do more harm than good.

The following preparations have been manufactured by Mr. Mason for meeting these requirements and any one of these can be used with the utmost confidence in its purity and suitability.

Mason's Violet Oil.

Violet Oil is a pure, antiseptic Oil which has the desirable property of preventing and removing dryness and brittleness of the hair and which is therefore of the greatest service in preventing split ends. It also imparts an admirable glossiness, as well as an unusual amount of that life and "spring," without which the hair cannot be dressed effectively. These results are attained without making the hair look greasy; indeed, unless applied in great excess, this Violet Oil is so rapidly absorbed when well brushed in, that the hair is quite free from greasiness to the touch, and to the sight it presents a crispness, brightness and glossiness which sets it off to the greatest advantage.

Mason's Violet Brilliantine.

In Mason's Violet Brilliantine exactly the same properties are present as are in the Violet Oil, from which, indeed, it is prepared for the use of those who prefer a Brilliantine.

Sutton's Palma Christi Extract.

Another greatly appreciated Hair Dressing is Sutton's Palma Christi Extract. This is a combination of Oil, Bay Rum, and certain other bodies in the form of clear Brilliantine which, although it contains sufficient Oil to keep the hair moist and soft, is free from excessive greasiness. In its effects upon the hair it closely resembles the Violet Oil and Brilliantine, but is rather more lasting.

Mason's Amandolein.

For use after Shampooing and after the application of any stain to the hair, Mason's Amandolein is especially recommended. It is a purely vegetable oil, expressed from the ripe, selected fruits of the Almond and Olive, and so compounded as to yield a perfectly limpid oil, free from stickiness.

In addition to their usefulness as simple Hair Dressings, and to their properties of preventing brittleness and splitting, these preparations possess valuable tonic and strengthening properties. They are all pleasantly perfumed.

Cutting.

The ends of the hair should be tipped once in about every six weeks. This tends to prevent the occurrence of split ends, which arises whenever the hair has been allowed to grow too long, as well as when it is allowed to become dry and brittle.

When split ends are much in evidence, the hair may be tipped more frequently. The presence of these can easily be detected by twisting a lock of hair rather tightly so that the ends stand out, the condition of the ends can then be inspected.

Cutting the hair short with a view to make it grow longer and closer has been strongly recommended, but it is questionable if it has this effect. It certainly may make it coarser, but it cannot make it grow closer or more abundant, for this would imply that cutting the hair could arouse dormant hair-follicles into activity, or could bring about the formation of new ones, achievements which are entirely beyond its power.

On the other hand, it is certain that long hair which has been cut quite close rarely grows so long again, and that hair which has never been cut short is always the finest and most beautiful.

The balance of opinion is now against the practice of cutting the hair short, and some Specialists go so far as to say that part of the prevailing baldness of men is due to wearing their hair so extremely short. These consider it desirable that men should wear their hair fairly long, and maintain that were the hair to be always cropped quite close, it would in time bring about a complete loss of hair and atrophy of the hair-follicles. There is much to be said in favour of this contention, for there are many instances recorded in which the hair has never grown really long again after having been cut close or shaved off during an illness. It seems probable that the best course to pursue is to allow the hair to attain its full length, provided that it does not attain such a length as renders it unmanageable, and that the ends be periodically tipped.

Singeing. Nothing can be said in favour of Singeing the hair. It is a method of treatment which is both unnatural and ineffective. That it prevents "bleeding" is entirely fallacious, for there are no blood vessels in the hair and each hair, with the exception of a small space just above its roots and the air spaces scattered sparsely throughout its shaft, is a solid body, see page 7.

Furthermore, Singeing may be positively injurious, since there is always the risk of its destroying the vitality of the hair in the immediate neighbourhood of the singed part, and it always makes the ends more or less brittle.

Curling. When curling the hair, care should be taken to avoid pulling or twisting it unduly, otherwise there would be a risk of stretching it or straining the roots, the ill-effects of which are noted on pages 8 and 15.

Tongs. If tongs be used, there is the added danger of scorching the hair. That this is frequently the case is a strong argument against the use of tongs, but if the precaution be invariably observed of first trying them upon some combings, this danger can be averted. Should the combings, when held in the tongs, shrivel in the least degree, or should there be the slightest smell of singeing, the tongs are too hot, and must be allowed to cool until they no longer produce these effects.

The only way of safety lies in seeing that the tongs are fairly cool; unfortunately, the cooler the tongs, the longer it takes to curl the hair, and there is therefore a general tendency to use them too hot. This is especially the case where the hair is naturally greasy, as such hair is less easy to curl.

It is better to curl hair which is naturally very dry by some other means than by the tongs, for as such hair is without the protection afforded by the presence of a sufficiency of oily secretion, it is much more likely to be made brittle, or to be scorched.

Curling Pins. The use of Curling Pins is injurious only if they be allowed to stretch or strain the hair. Otherwise there is nothing to be urged against them, although some recommend soft paper or silk in preference. The risk of injury is avoided by seeing that about half an inch of hair is left free and loose between the scalp and the curled portion upon the curler, as this effectively prevents stretching and dragging.

Mason's Curling Fluid. Perhaps the most satisfactory way of Curling or Crimping the hair is by moistening it with Mason's Wild Rose Curling

Fluid, and plating it up into loose braids whilst yet moist. This Fluid greatly increases the curling effect and makes it more lasting.

Dressing the Hair. All modes of dressing and arranging the hair should be natural ones, that is, they should be such as will allow the hair to remain in conformity with its natural "lay" or "set." This set of the hair depends upon the slant of the hair follicles, see page 6, and this slant is so graduated in the different parts of the scalp as to ensure the hair following the configuration of the skull evenly. Any mode which necessitates a departure from this is hurtful both to the hair and to the scalp, as the strain thereby occasioned stretches and weakens the hair, loosens and injures its roots, and causes fatigue and irritability of the scalp. Hence it is, that although there is nothing hurtful in plaiting or braiding the hair loosely, any twisting plaiting, or tying in tight knots should be avoided.

At Night. Before going to bed the hair should be brushed, and the best way of arranging it for the night is to braid it up loosely, taking care to avoid false folds and any position which drags the hair out of its natural lay.

In the Morning. Upon rising, the hair should be freed from all forced constraint and shaken out loosely. In this condition it should be allowed to remain as long as possible.

Air and Light. Nothing is more beneficial to the hair than plenty of freedom, liberty and exposure to air and light, and every opportunity should be taken for allowing the hair to benefit by such liberty and by a reasonable amount of exposure.

False Hair. The wearing of false hair is undesirable, because it hinders the access of light and air, and also because it makes the head too hot.

Hats and Bonnets. Any head-covering which fits tightly, is heavy, or unventilated, or requires such use of pins as will put a considerable strain upon the hair and scalp, is unadvisable. It is true that ladies are at a great advantage as compared with men in respect to head-coverings, and this is partly the reason why baldness is less prevalent with them, but care should be taken in the selection of hats and bonnets to secure such as are light and well-fitting, and these should only be worn when necessary. The habit of wearing a hat all day long, whether within or without doors, is strongly to be deprecated.

The wearing for prolonged periods of an ill-fitting, heavy and ill-ventilated hat is very bad for the hair, as it not only impedes the circulation by pressure and so checks the conveyance of nourishment to the hair tissues, but it also gives rise to a steamy, hot atmosphere, which is very likely to cause an unhealthy, congested condition of the scalp favourable to the production of scurf and various eruptions of the skin. This warm, moist atmosphere has the further disadvantage of being singularly favourable for the multiplication of the particular Bacteria which are associated with the presence of scurf, loss of hair, and baldness.

Pads. The wearing of pads has similar effects, and permanent baldness of those parts upon which a pad or a coil of false hair has been long worn is a frequent occurrence.

CHAPTER IV.

Fall of Hair.

It has already been stated (page 8), that the average life of an individual hair is somewhere between eight and twelve years, and that in this period it has reached its full development. When this occurs, it falls out, but if the scalp and its vessels be in a healthy condition another hair to take its place is produced within the follicle from which it fell.

In point of fact, however, the majority of the hairs do not persist for this length of time, but are either dragged out of the follicles or broken off by the violence used when towelling the head after washing, by rough brushing with a stiff brush, or by modes of dressing the hair which subject it to undue strain.

Average Fall. From one cause or another, it may be taken that the average number of hairs which fall daily is between thirty and fifty, even whilst the hair is in a fairly healthy condition; but this fall can be greatly reduced by regularly observing the treatment advocated in the preceding chapter.

Still such a fall may be considered as normal and need occasion no anxiety, for the broken hairs will continue to grow and those which fall out will be replaced by new ones, so long as the scalp remains in the healthy state of activity which can be attained by proper care and attention.

Excessive Fall. When, however, the fall exceeds this, especially if most of the hairs come away with their so-called roots, it is evident that there is something wrong, which, if not corrected, may lead to a permanent weakening and thinning of the hair and to its ultimate loss.

Spring and Autumn. Such an excessive fall frequently occurs in the Spring and Autumn. The probable reason of this is that at these Seasons there is a certain lowering of the general tone, of which one of the symptoms is this increased fall of hair. This fall can in no wise be neglected, except at the risk of permanently weakening the hair-growing organs, and should at once be checked by the administration of suitable Tonic medicines and by local applications.

The tonic selected for internal administration should be one that has the property of increasing the number of the red corpuscles in the blood, as whenever the general tone of the system has been lowered there is invariably a deficiency of these corpuscles. This is especially the case in Anæmia and in general debility, and the deficiency arising from either of these causes can effectively be removed by a course either of Nuthall's Steel Perles or of Mason's Hæmoglobin Perles.

Steel Perles. The Steel Perles contain a carefully regulated dose of this valuable tonic in a unique and easily assimilated form, and are free from the disadvantages which accompany the administration of Iron and Steel in the ordinary crude preparations. They increase the number of red corpuscles in the blood and improve the circulation, and thus not only greatly improve the general health, but also have a direct and marked influence upon the nourishment and growth of the hair.

Hæmoglobin has the property of greatly improving the condition of the blood, and its administration is rapidly followed by a steady increase in the number of the red corpuscles. In consequence of this, the circulation, appetite, and digestion are

improved and strength is regained. These good results are shared by the hair-growing organs, in which the renewal of vigour soon makes itself visible in an increased growth of the hair.

Hæmoglobin Perles.

In order to secure these remarkable results it is necessary that the Hæmoglobin should be quite pure and free from the presence of any germs. Mason's Hæmoglobin Perles are prepared in such a way as to render them absolutely free from germs or other impurities, and, at the same time, to preserve the activity of the Hæmoglobin unimpaired.

The increased vitality resulting from a course of either of these preparations so strengthens the tissues and organs as to render them far less susceptible to the inroads of Bacteria, those frequent causes of impaired function and premature loss of hair, and this is a further recommendation for their use in those cases wherein loss of hair is accompanied by any form of debility.

The shortest course likely to yield lasting benefit is one extending over three weeks, and in most cases double this time is advisable.

Local Applications.

Of no less importance is the use of local applications and at such times as these, when the hair is falling in excess, the use of either Mason's Jaborandi Hair Tonic, of his Jansia Hair Food, or of his Viotis Hair Tonic (page 20), is indispensable. Where the hair and skin are greasy the Viotis Tonic should be used; but in all other cases the use of either of the other Tonics is preferable. Whichever tonic is selected, it should be rubbed into the scalp every or every other night, as directed on pages 10 and 11, for a period of from four to six weeks.

After Illnesses.

Particularly after Fevers or other severe illnesses the use of one of the above Tonic Lotions is of the greatest importance, as the vessels of the Scalp, weakened and made sluggish in common with those of the rest of the body by the course of the illness, require a stimulus to restore them to their natural vigour and activity. Without such a stimulus, a great loss of hair is almost certain, and possibly a permanent weakening of the hair-growing organs. The loss in such instances is largely due to failure to produce new hairs to replace those naturally shed, the power to reproduce hair is, however, only dormant and can be aroused by the application of one of these tonics.

Premature Fall.

Having considered the normal fall of the hair, its periodical fall in Spring and Autumn, and the fall due to illnesses, it now remains to consider that continuous and continuously increasing fall which marks the beginning of a serious weakening of the hair and which, if neglected, can only result in a permanent loss of the hair either partial or complete.

It is of the highest importance to recognise at an early stage the approach of such a fall and to adopt at once a course of treatment to check the mischief. If this be not done, there will be a danger of the hair falling into such an impoverished and weakened state, that only by the greatest care and perseverance can it be restored to health and beauty.

First Signs of.

The first sign of premature loss of hair is an increase in the daily fall. At the same time the hair loses its glossiness and brightness, it "stares," becomes difficult to arrange, and, most serious of all, grows at a slower rate than heretofore. The shaft of the hair becomes thinner and, when examined under the microscope, is seen to have lost its even, regular form, owing to an irregular and interrupted supply of nourishment.

Now, at the very first appearance of this state of affairs, is the most promising time for beginning the course of treatment

set forth in the following pages, a course which, carried out faithfully and perseveringly, cannot fail to restore vigour and vitality and to produce a renewed growth of hair.

Causes. Before proceeding to the method of treatment, it may be desirable, even at the risk of repeating what will be found in other parts of this book, to enumerate the causes which contribute, either separately or in combination, to the loss of the hair.

These are both numerous and various, as it is necessary to include in this category anything which impoverishes and weakens the scalp and the hair in any way, either by impairing or impeding the circulation, by checking the secretions or by over-exerting them, or by subjecting the hair and scalp to excessive strain or pressure.

These causes, with one exception,—residence in tropical countries,—naturally fall into two classes, constitutional and local.

Constitutional. The most important of the constitutional causes are heredity, impaired health and constitution, general debility, anæmia, dyspepsia, neuralgia, disordered state of the nerves, nervous shock and worry, all of which necessarily affect the condition of the hair and scalp, since these cannot but suffer with the other tissues and organs of the body. Under this heading may also be included eczema and other eruptions of the scalp.

Local. Equally with constitutional causes, failure of hair growth is due to local ones. These comprise—

1st. Neglect of the hygiene of the hair and scalp, by which is to be understood neglect of correct methods of washing, brushing, and dressing the hair. This neglect leads to too frequent washing, rough brushing and combing, the use of a hard brush, and the dressing of the hair in such a way as to put a strain upon it and the scalp.

Neglect of Massage falls under this head, and this has much to answer for, as by the neglect of this valuable, and indeed indispensable, aid, the hair follicles only too readily become blocked, the scalp becomes rigid and tense, whilst the circulation is impeded, and the scalp becomes thin and parts with its fatty tissue.

Under such evil conditions the hair cannot possibly be healthy and enjoy a vigorous growth, but just as the occurrence of such conditions could have been prevented by regular massage and attention to hygiene, so massage and hygienic treatment will maintain the hair and scalp in a healthy state, after this has been restored by proper treatment.

2nd. Neglect of the occasional use of suitable Hair Tonics.

3rd. The wearing of hats for long periods, especially if tight, ill-fitting, or imperfectly ventilated. This impedes the circulation by pressure upon the blood-vessels, and thus checks the supply of nourishment to the hair, at the same time causing a thickened and moist condition of the scalp favourable to the formation of scurf and the multiplication of Bacteria.

4th. The presence of Bacteria, which is the actual, proved cause of certain forms of baldness, and is considered by some Specialists to be the sole cause of all excessive fall of hair.

5th. The formation of Scurf. This is one of the most general and widespread causes of loss of hair and ultimate baldness; indeed so prevalent and of such evil importance is the presence of scurf that the following chapter is devoted solely to the consideration of this subject, whilst the present one is confined to those cases in which fall of the hair is *not* accompanied by the presence of scurf except in trifling amount.

Treatment, Constitutional.

If the health be in any way impaired, it should receive the attention of the regular medical attendant.

When anæmia and general debility are present, great benefit will be derived from a course of tonics, which will not only improve the general health, but will also greatly increase the nutritive power of the scalp, and so help to restore the weakened hair. For this purpose nothing can be better than the Steel Perles or Hæmoglobin Perles, mentioned on pages 16 and 17, but, as in the circumstances under consideration the mischief is more deeply seated than when the cause is merely the change of the Seasons, the course should be prolonged beyond the period there recommended, in fact until marked benefit has been derived from their use.

It is an excellent plan to take each of these two remedies alternately for one month apiece, then to discontinue them for a fortnight and after this to resume taking them alternately as before.

The dependance of loss of hair upon the presence and effects of Bacteria accentuates the need for keeping the tone of the system at as high a pitch as possible by the use of such tonics, as Bacteria cannot germinate and increase readily unless the general state of health be weak.

A generous diet is advisable and plenty of fresh air and exercise without fatigue.

As to premature loss of hair due to heredity, it must be remembered that heredity is merely a predisposition to this and not the state itself. This predisposition can be checked by judicious treatment of the hair and scalp, and by attention to the general health.

Treatment, Local.

The first thing is to remove the mechanical causes which contribute to the fall. These causes have just been referred to and have been fully set out on page 15.

Of greater importance is the adoption of the proper method of treating the Hair, as explained in Chapter III.—"Daily Care of the Hair." By ollowing these directions, correct ways of brushing, washing and dressing the hair will be attained and these will do much to bring about a great reduction in the loss of hair and to improve the condition of the scalp.

The adoption of these rational methods of treating the hair and scalp, in cases where their condition is already impaired, and also the attention to constitutional symptoms, are only contributory. At the same time, it is essential that they should be adopted, as any neglect of them might neutralize, and certainly would interfere with, the efficacy of the active local treatment which is the main factor in restoring health to the scalp and an increased new growth to the hair.

Local Applications.

The main object of active treatment is to cause a greater and freer flow of blood in the vessels which supply the hair follicle and the hair itself. Without this, the hair remaining cannot initiate vigorous growth, nor can the formation of new hairs take place in those follicles left empty by the hairs which have fallen. It should be understood that hair can only be formed and can only grow in already existing follicles and that there is no possibility of creating fresh follicles. All that can be done is to bring the follicles and the associated organs and tissues into a healthy condition, and to stimulate the impaired and dormant processes which control the formation of new hair and the growth both of this new hair and of that already existing. This object can be best attained by the use of a suitable liquid Hair Tonic, as this more readily penetrates the follicles and pores of the skin, and restores and increases the activity of the capillaries and other vessels. By its use, not only are these effects produced, but the follicles are unblocked and are brought into a healthy condition.

That such a Tonic does this and consequently promotes the growth of new hair and increases its vigour, is conclusively demonstrated, not only by experiments similar to the one mentioned on page 4, but also by universal experience.

Evidence of a very widely spread experience, which might almost be called universal, to this effect is available in the case of Mr. Mason's well-known Hair Tonics in the form of the numerous testimonials which are received daily and which testify to the great value of these Tonics in checking the fall and in producing a vigorous and luxuriant growth of the hair. A few typical testimonials out of the great number received, all of which are entirely unsolicited, will be found in Mr. Mason's Toilet List, which will be sent free upon application.

Selection of a Tonic.

In almost every case of premature loss of hair, Mason's Jaborandi Hair Tonic is recommended as the best possible hair grower; the only exceptions being those instances in which the hair is naturally very moist and then Mason's Viotis Tonic should be used, or in which it is excessively dry, when the use of Mason's Jansia Hair Tonic is indicated.

Jaborandi Hair Tonic.

Mason's Jaborandi Hair Tonic is justly celebrated and possesses in an exceptional degree the properties of stimulating the circulation of those parts to which it is applied and of bringing the tissues and vessels into a state of healthy activity. These results alone are sufficient by themselves to promote a renewed and vigorous growth of the hair, but, over and above these, this Lotion has a specific and direct action in inducing a rapid growth of hair and of stimulating the formation of new hair, due to the presence in it of the active principle of the Jaborandi Plant, a principle which is fully recognised by medical authority to be possessed of this property to an extent far beyond that of any other substance.

To the presence of this same active principle, and also to other constituents of this Lotion, is due its remarkable effect in destroying Bacteria, a fact which greatly enhances its value, since their presence, as has been previously stated, in some cases is the definite cause of a loss of hair and is nearly always associated with it.

Viotis Hair Tonic.

Mason's Viotis Hair Tonic is another form of Jaborandi which possesses properties almost identical with those of the Jaborandi Hair Tonic, but is more particularly intended for a moist condition of the hair.

Jansia Hair Tonic.

The third excellent tonic, and one wnich is specially recommended for very dry hair, is Mason's Jansia Hair Food. This preparation possesses nourishing and hair-growing properties, and can be depended upon to produce marked results, even in very advanced cases of loss of hair. It contains a due proportion of carefully purified Petroleum, the use of which as a Hair Tonic was first brought into notice by Mr. Mason more than thirty years ago, and its introduction has been followed by most gratifying results.

The two latter also constitute excellent alternative applications and one of these can be used with great success as a change in the place of the Jaborandi Tonic. As such it is recommended that after the latter has been used four weeks, one of the other Tonics should be used for two weeks, after which the use of the Jaborandi should be resumed: for in practice it is found that even better results are obtained by a judicious change of Tonics than by the continuous use of one. Used alternately as just recommended, these Tonics undoubtedly enhance each other's good effects and thus hasten the revival of activity in the hair follicles and in the scalp generally.

Mode of Application. In order to obtain the best results from these Tonics, the mode of application must be such as will bring them into closest contact with the tissues, and this can be best obtained by using them in the place of the Basic Cream recommended for Massage of the scalp as directed on page 10. This has the further advantage of reinforcing the good effects of the Tonics by those of Massage, which tend to strengthen the muscles and nerves of the scalp, to promote the formation of fat and so induce that plumpness of the scalp, which has been shown (page 5) to be of great importance, and to prevent the scalp becoming tense and rigid.

As, however, an impaired condition of the hair and scalp is now being dealt with, the Massage should be performed every or every other night, unless the scalp become tender, when it should be discontinued for two or three nights and upon resuming it, it may, in such cases, be advisable to continue it every other night only.

Gentle Massage. As this treatment is concerned with the production of a growth of new hair, it is of the highest importance that the act of Massage should be carried out with the utmost gentleness and lightness. Any roughness would be liable to detach the tender, young growth from their follicles.

Tapping. Twice a week the Tonic should be applied by means of a soft tooth-brush instead of by massage. The hair should be parted so as to clearly expose a portion of the scalp and upon this exposed surface the brush, having previously been dipped in the Lotion, should be applied with a gentle, tapping movement. These partings and tappings should be repeated until practically the whole of the scalp has been treated. About an inch should separate each parting.

Pomades. An extension of the principle of alternation alluded to on page 20, may advantageously be made in obstinate, old standing cases, by using daily a strengthening Pomade at night and a Tonic Lotion in the morning. This is especially helpful where the skin is dry and is useful in all cases. Either of the following Pomades can be recommended for this purpose.

Petrolate of Sulphur. Where the hair is not only falling rapidly, but is also showing a tendency to become grey, the choice should fall upon Mason's Petrolate of Sulphur, a compound which not only promotes the growth of the Hair, but largely increases the formation of the natural colouring pigments. Marked success invariably attends the use of the Petrolate, both as a hair grower and as a preventative of greyness. Further allusions to this valuable Pomade will be found on pages 25 and 29.

Pommade Sédative. Owing to its powerful Bactericidal properties, Mason's Pommade Sédative et Tonique will be found particularly serviceable in obstinate persistence of loss of hair, as in all such cases the presence of Bacteria is largely concerned in the mischief. This Pommade also allays any irritability of the scalp and directly assists in promoting the growth of the hair. On page 25 a further reference is made to this excellent preparation.

Object of these changes. These changes in the Tonics used are for the purpose of preventing a loss of effect by reason of the prolonged continuance of a single application, for it is a well known fact that when the tissues and organs of the body become accustomed to a stimulant, they fail to respond to it to the same extent as they did when it was first used. If, however, such a stimulant be discontinued for a short time, its resumption is accompanied by a renewal of its good effects to almost the same extent as was the case when originally employed. Moreover, no time will have been lost, for a fresh Tonic will have been carrying on the work in the interval.

But these changes are only necessary in old standing, obstinate cases where prolonged treatment is unavoidable. Where the mischief is of recent origin and is not far advanced, Massage in conjunction with either the Jaborandi or the Viotis Tonic is generally sufficient.

Perseverance needed.

At the same time, perseverance and persistence are necessary in every case, for it is not to be expected that the impeded vessels will be cleared, the hardened scalp roused to activity, and the circulation restored by a few applications. To do this effectually requires time, and, although it is impossible to say how soon these good results will be attained, it may safely be stated that at least six months of regular massage with Tonics is necessary in all cases where the health of the scalp and hair is so far impaired as to occasion a markedly excessive fall of hair. In some instances a longer time may be required, for the longer the mischief has been going on, the more deeply seated it will have become and, consequently, the longer will be the period required for the restoration of a healthy condition to the scalp and for a renewal of a vigorous growth of hair.

But, however long standing the mischief may be, however great the loss of hair, and however impaired the state of the scalp and its vessels, so long as the hair follicles themselves have not become completely atrophied, a renewed growth of the hair can be assured if only the treatment here prescribed be persevered with. So long as any hair remains, a restoration of vigorous growth is not only possible, but tolerably certain.

Subsidiary Measures.

During the treatment of loss of hair, the head should be washed only as frequently as is necessary for bare cleanliness, and when it is washed Mason's Sulphur Soap should be used. The greatest care must be taken to avoid any rough handling of the hair either during washing or when drying it.

In like manner, the brushing of the hair must be of a much more gentle character and must be continued for a shorter time than would be the case were it in a healthy condition. At the same time, brushing should not be neglected, but should take place every night and morning.

The use of a brush with long, flexible and *soft* bristles is now absolutely indispensable, for not only are many of the existing hairs weak and easily detachable from their follicles, but the new hairs resulting from the treatment are a feeble folk in their early stages of growth and are especially liable to iniury. The best brush that can be recommended is Mason's Special Ladies' Hair Brush described on page 36.

Always after washing, brush into the hair a little of one of the Hair Dressings or Oils described on page 13. In addition to its use at this time, a little oil should also be brushed in at least every other night *if the hair has the slightest tendency towards dryness.*

The hair should be tipped rather more frequently than when in a state of health ; about once a fortnight is now advisable.

It is essential that the hair should not be subjected to any strain or pressure either by the manner in which it is dressed and worn, or by wearing unsuitable head coverings, &c. A re-perusal of pages 11 to 15 is here advisable.

Lastly, whilst the hair is under treatment, it is more than ever desirable that it should be allowed to hang free and loose, exposed to light and air, as frequently as possible.

CHAPTER V.

Scurf or Dandruff.

In common with the rest of the body, the scalp is continuously parting with the worn out particles of its outer or Scarf skin, but whereas the bath and the towel effectually, and without our observation, remove such particles from the rest of the skin, similar agencies are absent, or are at least less frequent, for performing the same kind office for the skin of the head.

Ordinary Scurf.

When these particles are allowed to collect, the head is said to be Scurfy. This, however, does not necessarily signify that the Scalp is diseased, for the separation of ordinary scurf is the result of a perfectly healthy and indispensable function of the skin—the throwing off of worn out tissue.

Removal Essential.

This normal formation of scurf in small quantities is not preventible, but it is of the greatest importance that the scurf should not be allowed to accumulate upon the scalp. Thorough brushing and attention to the daily care of the scalp and hair, as set out in Chapter III, readily remove these particles and prevent their accumulation, which, if neglected, would be only too likely to set up an irritation of the skin and to bring the scalp as a whole into an unhealthy condition.

Excessive Scurf.

When, however, particles of scurf form again in any considerable quantity immediately after they have been removed by brushing, or when they are not easily removed by this means and remain in the form of cakes or crusts upon the scalp, the secretion is no longer a normal one and its presence is an indication that the scalp is no longer in a naturally healthy state.

As it is impossible for the hair to grow luxuriantly when the scalp is encumbered and choked with scurf and unless the scalp be in a thoroughly healthy condition, it is imperative to seek for the causes of this excessive formation of scurf and of the unhealthy condition of the scalp, and also to see by what measures they may be removed.

Causes.

In Chapters III and IV, all the main causes which bring the scalp and hair into an unhealthy, irritable condition have been described and whatever is capable of doing this is a possible cause of the formation of excessive, abnormal scurf. These, therefore, must one and all be eliminated.

Local.

Although it is unnecessary to repeat in full those causes, it may be helpful to summarise them here as follows:—

Neglected Hygiene of the scalp and hair.
Rough usage during washing and brushing.
Improper modes of dressing and wearing the hair.
Wearing unsuitable head coverings.

To these must be added:—

The presence of Bacteria.
Local affections of the scalp, such as Eczema.
The use of the small tooth comb ("that bane of nurseries," as an Eminent Specialist describes it).
The neglect to prevent accumulation of normal scurf.

Although this last-named cause should properly be included under neglect of hygiene, since it is the neglect of this which

causes such an accumulation, it is so frequent a cause of irritation of the scalp that it is desirable to emphasize its importance by giving it special mention.

Constitutional. Although in most cases these local causes are sufficient to account for the formation of scurf, it not unfrequently happens that it arises from a feeble state of the skin, due to its nutrition being impaired either by digestive troubles, anæmia, or a low condition of the general system. When constitutional causes are present, it is more important than ever that local causes should be removed, as if the scalp is enfeebled the effects of the latter are greatly intensified. For the same reason, local applications in such cases are of great value and must not be neglected.

Bacteria. When the scalp, whether from local or from constitutional causes, or from a combination of these two, has fallen into an unhealthy condition, it is singularly exposed to the attacks of Bacteria, which, if not, as some Specialists maintain, the sole cause of scurf, are invariably present wherever it is formed in an abnormal quantity.

Two forms of Scurf. Scurf occurs in two forms, one dry and powdery and the other moist, greasy and collected into cakes and crusts. In whichever form it occurs, Scurf has a most prejudicial effect upon the health and growth of the hair and, wherever it is present, the hair invariably loses part of its beauty, becomes thin and feeble, ceases to grow and ultimately falls.

Dry. In the dry form of scurf, the secretion of the sebaceous glands of the hair follicles is deficient in quantity, and the small scales are thrown off mainly because the skin is in a dry, feeble, impoverished and highly irritable condition.

Moist. In the moist, greasy form, this secretion is in excess, owing to the sebaceous glands being unduly active, the skin is in a thickened, inflammatory condition and Bacteria are abundant both in the sebaceous glands and the hair follicles.

Prevention. It is certain that the presence of these organisms greatly aggravates and increases the trouble by stimulating the glands to an increased secretion and by causing a change in the composition of the oil secreted. This oil, which should be fluid, becomes semi-solid and causes enlargement of the gland, whilst the increased flow soons clogs and ultimately distends the follicle. The accumulated secretion within the follicle gradually hardens and presses upon the hair papilla at its base in such a way as to obstruct the supply of nourishment to the hair, and the results are, sooner or later, the loss of the hair and the complete atrophy of the follicle.

Meanwhile the excessive secretion overflows from the follicle and infects fresh follicles. This overflow becomes caked upon the skin, which, further irritated thereby, throws off additional scales. This caked secretion and these scales, combined with dust and dirt, constitute the patches and crusts of scurf which are characteristic of the advanced stages.

The consequence of neglected scurf being so serious, the importance of its prevention and removal is apparent.

It cannot be too strongly insisted upon, that were the scalp and hair to receive the care and attention which they deserve, and which have been set out in Chapter III., not only would all the local causes of scurf (by which is now meant abnormal, excessive scurf, in which sense the word will be used throughout the remainder of this chapter) be done away with, but the harbouring of the Bacteria, which are so closely connected with its formation, would be impossible. The only remaining causes of scurf would then be a greatly weakened state of health and an enfeebled condition of the skin due either to that or to

some previous local affection. This is equivalent to saying that the presence of scurf would be extremely rare, and this shows how valuable are the results of proper attention.

When, however, scurf is already formed, something more than preventative measures are necessary and these additional measures should be adopted at once: unfortunately, the presence of scurf in any form is generally disregarded and it is not until it begins to form cakes and crusts that any attention is paid to it. By this time the mischief is deeply seated and the hair follicles and sebaceous glands are involved. Consequently the difficulty of restoring the skin, follicles and glands to a normal, healthy condition is greatly increased and will require both time and patience.

Removal.

The first object is to remove the scurf already formed; the second, to relieve the blocked up follicles of the accumulated and indurated secretion which is slowly impoverishing and destroying the hair; and the third, to remove the irritability of the skin and to bring it as well as the glands and blood vessels into a state of healthy activity. It should be clearly understood that to accomplish all this is no easy matter.

The treatment necessary to obtain these objects falls naturally into two main classes, the one suitable to dry scurf, the other to the moist, greasy variety. The division between these two forms, however, is not absolute, for it not unfrequently happens that the former, if neglected, passes into the latter.

Dry Scurf.

Dry scurf comes away in small flakes, sometimes so small as to be powdery; brushing easily removes it, but it is no sooner removed than it begins to form again; and it is frequently accompanied by more or less irritation.

Treatment.

The treatment of dry scurf primarily consists in the proper use of local applications. During the first fortnight a very small quantity of Mason's Pommade Sédative et Tonique, only just enough to anoint the entire skin of the scalp, should be gently rubbed in as in the process for Massage described on page 10. During a second fortnight, the Pommade must only be applied every other night. When this has been done, the use of this Pommade should be discontinued for a fortnight and during this period Mason's Petrolate of Sulphur should be applied in its stead and in the same way.

After the fortnightly alternations of these two preparations have been continued for a short time, the scurf will generally have disappeared, but in those obstinate cases where this has not occurred, the scalp should be thoroughly washed and it should then be gently massaged nightly every other week for four weeks with Mason's Detersive Lotion.

After this treatment, the disappearance of the scurf may be confidently expected.

Pommade Sédative et Tonique.

The Pommade Sédative et Tonique, which forms the first of the three applications just mentioned, possesses powerful aseptic and antiseptic properties which are of the greatest service in arresting the formation of scurf. It also assists its removal and, by its tonic power, brings back the skin, the hair follicles and glands to a healthy condition, and strengthens the growth of the hair. It at once greatly reduces both the irritability and irritation of the skin and speedily and completely removes them.

Petrolate of Sulphur.

Petrolate of Sulphur has already established its reputation as an effective means for increasing the growth of the hair, for preventing greyness, and for restoring the natural colour. It is also especially serviceable in removing and preventing the formation of dry scurf and its use for this purpose has greatly extended of late and with most gratifying results.

Detersive Lotion. The Detersive Lotion is a liquid preparation which possesses the combined properties of removing that irritability of the scalp and its organs productive of scurf, and of restoring them to a natural, healthy condition.

All three preparations have the power of destroying whatever Bacteria may be present.

Supplementary Measures. In the meantime, the hair, which is always weak, dry and brittle whenever dry scurf is present in any quantity, should be washed as infrequently as possible, in fact only when absolutely necessary. The washing and drying must be carried out most carefully, so as to avoid putting any strain upon the hair and causing any irritation of the scalp.

After washing and when quite dry, a little of one of the hair dressings mentioned on page 13 should, without fail, be brushed into the hair. This should also be done twice a week throughout the time during which the Detersive Lotion is being used.

The hair should be gently, but thoroughly, brushed night and morning with a *soft* brush ; only the softest of Mason's Special Hair Brushes, see page 36, can safely be used whilst the hair is in this weak and brittle state.

The tips of the hair should be cut once a week, and every opportunity should be taken to leave the hair exposed to direct sunlight for some part of every day. This latter is a proceeding which is always beneficial and is especially so in the circumstances under consideration. Plenty of fresh air, a highly nutritious diet and, if there be any general weakness, suitable tonics are recommended, amongst the latter, the Steel Perles, Hæmoglobin Perles (page 16) and Cod Liver Oil will be found very useful.

When the Scurf has disappeared and the scalp has been restored to a healthy condition, the scalp and hair should be treated as advised in Chapter III.

Greasy Scurf. An opposite condition to the one just considered occurs when excess or Sebaceous secretion causes the scurf, instead of being dry and powdery, to form moist and greasy scales or crusts which obstinately adhere to the scalp. Bacteria are now invariably present in great numbers and the injurious processes due to their presence, described on page 24, are in full activity.

Parma Preparations. The first step is to remove the scurf ; when this has been done, the treatment is directed to destroying the Bacteria, to regulating the secretion of the glands and to restoring the activity of the blood vessels. Mason's Parma Preparations provide means for attaining these results. These preparations are two in number and both possess bactericidal properties, but whereas the No. 1 liquid is intended to bring about the removal of the scurf and to unblock the follicles, No. 2, by penetrating the follicles, enables the glands and capillaries to return to their natural, healthy action.

The method of procedure is as follows ; rub the scalp with No. 1 every other night for three nights : on the night following the third application, moisten the brush, which is enclosed in the case, with No. 2 and apply this liquid to the scalp with a gentle, tapping movement every night for several weeks.

Need for perseverance. Should there be a reappearance of scurf, the application of No. 1 must be resumed, to be followed in turn with that of No. 2, for it is not to be expected that scurf after having been merely once removed, will not return. On the contrary, in many cases it will return again and again, but each time in decreasing quantity, for it is no easy matter to destroy all the Bacteria present within the follicles and glands, to renew the healthy action of the glands and vessels, and to arouse the thickened

and deadened skin to activity. Repeated application will, in most instances, be necessary completely to remove the evil, but with perseverance the desired end will be attained and the hair saved.

It may be taken as a general rule that the time required to effect a cure, will be in direct proportion to the delay in beginning the treatment.

Tannaseptine. In obstinate, long standing cases the good effects of the above treatment are increased by using Mason's Tannaseptine one night and Mason's Primrose Lotion another night in each week in the place of the No. 2 Parma preparation. The former should be applied with a soft tooth-brush and the latter with the tips of the fingers.

Or the No. 2 Parma liquid may be discontinued for one week and the Tannaseptine be applied in its place, but only every other night. In the following week, when the use of the No. 2 liquid is resumed, one night should be set apart for the application of the Tannaseptine and also during each succeeding week. This method—the application of the Tannaseptine every other night for an entire week—is preferable when the scalp and hair are exceptionally greasy and damp.

Tannaseptine is a powerfully antiseptic lotion and is, therefore, most effective in destroying Bacteria. Its use promotes a healthy, sound condition of the scalp, braces up and strengthens the tissues and vessels, and helps to regulate the secretion of the sebaceous glands. Its value in all obstinate persistence of scurf cannot be over estimated, and it is also very effective in the treatment of an allied condition, that in which the hair is extremely damp and lank even although scurf be not present in excessive quantities.

Primrose Lotion. The Primrose Lotion has also the direct effect of destroying Bacteria and it, at the same time, alleviates irritation and restores the skin to a healthy condition. Its properties are almost identical with those of the Petrolate of Sulphur mentioned on page 29, but it is especially suited for such cases as those now under consideration, wherein the use of a Pomade is not permissible.

Increased fall of hair. At the beginning of this treatment, especially during the use of the No. 2 Parma liquid, there is usually an increased fall of hair. No alarm, however, need be felt at this; the hairs which fall are only the diseased ones, and their loss is doubly desirable inasmuch as it makes room for the growth of new, healthy hairs and thus removes a source of infection.

Supplementary Measures. The same care should be taken with the washing and brushing of the hair as has been recommended in the case of dry scurf, but the use of oily preparations is prohibited, at least until the scurf has completely disappeared and the hair has lost its extreme dampness.

There is not in greasy scurf the same objection to washing as there is when dry scurf is present; indeed the hair may be washed as frequently as is customary. An excellent Shampoo can be made by adding one tablespoonful of No. 1 Parma liquid to half a pint of hot water and using this as directed in Chapter VII. This is strongly recommended in these cases and is preferable to the use of Soap or the ordinary Shampoo powders.

The general health requires the same attention as in the case of dry scurf and it is especially desirable than any debility should be removed by a course of suitable Tonics and that digestive troubles should receive proper treatment.

Final Measures. After the scurf has disappeared, one of the Jaborandi preparations, either the Jaborandi or Viotis Hair Tonic, should be applied every or every other night for at least six weeks and then the hair and scalp should be treated as directed in Chapter III. This will greatly reduce the probability of a return of scurf and in the majority of cases will completely prevent it.

CHAPTER VI.

Premature Greyness.

Causes. Like premature loss of hair, premature greyness is sometimes due to heredity, sometimes to nervous disturbances, severe illnesses, or an enfeebled state of health, and sometimes to local causes. As all these causes have been fully dealt with in the preceding chapters, it is unnecessary to enlarge upon them here and it is sufficient to point out that, as everything which tends to produce a weakened condition of the hair and scalp has also a tendency to hasten the appearance of premature greyness, so everything which prevents the occurrence of this enfeebled condition, or removes it when already present, will also retard the appearance of grey hairs, and may enable those which have already turned grey to recover their natural colour.

Hair also goes grey, although only rarely, quite suddenly through severe nervous shock, or extreme mental trouble. It has been urged that these sudden appearances of greyness were probably due to ceasing to use, either through inability or from indisposition to do so, some customary hair stain, but there are many well authenticated cases in which this cannot have been the case, but were solely due to nervous or mental causes acting upon the secretion of the colouring matter of the hair by producing a kind of paralysis of this function.

There now remains what is generally regarded as the natural approach or greyness and as being unavoidably dependant upon the advance of years. This usually shows itself soon after forty is reached, sometimes a few years sooner, sometimes a few years later, and of this the preliminary symptoms are the loss of brightness, tone and colour of the hair. This is particularly noticeable in the case of light hair, and can be recognised by a gradual darkening of the colour, which, beginning at the base of the hair shaft, slowly extends throughout its entire length. This darkening of the hair is less noticeable in brown and not at all in dark hair, but the loss of tone and brightness is always a feature of approaching greyness. Although, as has just been stated, greyness at this period of life is generally accepted as being natural and unavoidable, there is not the slightest doubt that its approach may be greatly retarded by attention to the care of the hair as set forth in the previous pages and that, in not a few instances, the natural colour has been restored by such attention when accompanied by the treatment which will presently be described.

Greyness depends upon a failure to secrete the pigment or colouring matter of the hair; this pigment, like the nourishment of the hair, is supplied through the hair papilla at the base of the follicle, and the failure of this secretion points to a general enfeeblement of the hair growing organs. Consequently, the treatment which will restore vigour to these organs, will also be adapted to bring about a renewal of the active secretion of the pigmentary granules.

In some cases, however, the function of secreting the colouring matter may have become dormant without the other functions of the papilla having suffered, as is the case when sudden greyness occurs, and the hair may continue to grow vigorously and healthily even although the papilla may have lost the power to supply colour.

Treatment. Whether, however, the hair organs as a whole are impoverished and feeble, or whether the colour-secreting function alone has

become dormant, the treatment adopted must have as its object a general revival of activity in the parts, this being the most likely method of restoring their functions.

Jaborandi Hair Tonic.

The peculiar property possessed by Jaborandi of exciting the hair organs to the exercise of their full activity is not confined to their hair growing functions, for its active principle has also a specific and very remarkable action in stimulating the secretion of the pigmentary granules. In Mason's Jaborandi Hair Tonic both these properties have been carefully preserved and, indeed, greatly strengthened by the method of preparation and by the solvent used. This Tonic, therefore, is of the greatest service both in retarding the approach of greyness and of bringing about a return of the natural colour of the hair, either when greyness is associated with a general decay and loss of power of the hair and its organs, or when it depends upon a dormant condition of the colour secreting function alone. It also tends to restore faded hair to its natural colour.

Viotis Hair Tonic.

These valuable properties are also fully exhibited in another well known preparation of Jaborandi,—Mason's Viotis Hair Tonic, and this is the form of Jaborandi which should be used by those whose hair is excessively damp and greasy, as well as by those who have light, bright coloured hair.

Petrolate of Sulphur.

Another very successful remedy for retarding the approach of greyness and for restoring the colour to faded or grey hair, is Mason's Petrolate of Sulphur. Sulphur is one of the most characteristic constituents of hair, and a deficiency of this is held to be connected with the loss of colour. That this is actually the case seems probable, seeing the extraordinary success in restoring the colour of the hair which has attended the use of the Petrolate. The Petrolate also strengthens and promotes the growth of the hair, especially when the latter is dry and brittle and the scalp is scurfy.

Primrose Lotion.

For those who object to the use of a Pomade, or those whose hair is naturally greasy, Mason's Primrose Lotion has been prepared. The principal active ingredient of this Lotion is Sulphur in a state of very fine division and activity. It possesses similar properties to the Petrolate of Sulphur and is scarcely less successful than that preparation in restoring the colour of the hair.

Combined use.

But the most striking and gratifying results are obtained by the combined use of one of Mason's Jaborandi Tonics with one or the other of the above Sulphur preparations. Although there are sound theoretical considerations for expecting such results from a combination of these preparations, it is no longer a mere theory, but is firmly established by extensive experience. Some years since the combined use of Mason's Jaborandi Hair Tonic and Petrolate of Sulphur was tried for the first time in the case of a gentleman whose moustache had gone very white during a severe illness, and consequent break-down of health, and the result was so remarkable as to be almost startling. The moustache was completely restored to its natural colour, and this success at once led to the combination being tried in several cases of greyness of the hair of the head with the best possible results. Since that time, a similar treatment has been recommended in a vast number of cases and in the majority of these the result has been perfectly successful, so much so that very few days now pass without Mr. Mason receiving an unsolicited testimonial to its good results.

Method of Application. The method of application is as follows, —rub the Petrolate of Sulphur thoroughly and regularly every night into the scalp and in the morning apply the Jaborandi Hair Tonic by means of a soft tooth-brush, with which the scalp should at first be rubbed somewhat vigorously and afterwards gently tapped. At least five minutes should be devoted to the application of each of these remedies.

The Viotis Hair Tonic and Primrose Lotion are used in the same way for hair which is naturally very greasy.

Time necessary for trial. This treatment should be continued regularly for three months; if at the end of that time an improvement be visible, it should be prolonged as there will then be every prospect of a successful issue.

If, however, no evidence of an improvement can then be seen, the great probability is that the function of secreting the colouring matter of the hair is not merely dormant, but that it has been entirely lost.

In this case, it remains either to submit to the advance of greyness, or to resort to a suitable Stain for the hair.

Care of Grey Hair. If the former course be adopted, it should be borne in mind that white hair quickly shows soil and that perspiration turns it yellow. Consequently, it is necessary to wash it more frequently than is permissible for hair which is not grey. This should be done once a week or once in ten days, and it is an excellent plan to add just a trace of blueing to the water used for the final rinsing, as this will neutralize the yellow tint which so frequently spoils the appearance of white hair.

Soft grey hair looks better curled or crimped, but curling tongs must not be used for this purpose as they, no matter how carefully used, are nearly certain to turn it yellow.

Care should be taken to select a colourless dressing for white hair, as any other is apt to give it those yellow tints which detract ftom its peculiar beauty. To meet this requirement, Mr. Mason prepares a special Brilliantine for White Hair.

Hair Stains. Those who, on the other hand, elect to stain their hair, will find at the end of this book a list of Mr. Mason's leading Hair Dyes, but they are recommended to consult his full Postal Toilet List, as that contains very complete details of these Hair Stains as well as, in the chapter upon the Hair, very explicit directions and cautions.

With ordinary care and a close attention to the instructions accompanying each bottle, the application of Mason's Hair Dyes is easy and effective. It does occasionally happen that a Dye fails to give satisfaction, but only occasionally, and it is remarkable that the same Dye which succeeds admirably with the many should not succeed with all. Whilst the great majority are perfectly satisfied with a particular dye, it is certainly strange that one here and there should complain that it gives patchy effects, comes off on the linen, is not sufficiently permanent, or stains the skin. The inference is, that the failures rest, not with the dye, but with the manner in which it is applied. In such cases, the dye has either been applied carelessly and too thickly, has not been distributed evenly, or has been daubed on in such a quantity as cannot fail to stain the scalp and soil the linen. If, however, these faults are avoided and a reasonable amount of care and patience exercised, there is no difficulty in obtaining most satisfactory results with these dyes.

The following are the more important cautions to be observed :—

Try the Dye upon some combings, or upon a small piece of hair growing in such a position as will admit of its being hidden under other hair in the event of the resulting shade not being satisfactory.

Cleanse the hair thoroughly and remove every particle of grease from it, as in the presence of grease the dye cannot penetrate the hair.

Do not expect one application to produce the exact shade required. Those who attempt this by an excessive and heavy application, can only meet with failure, since the only successful way of using a dye, is to apply it carefully in small quantities evenly distributed, such applications to be made at short intervals until the right shade has been attained. When this has been accomplished, it will only be necessary to repeat the application when required for maintaining the shade at the desired tint.

Should any of the Dye have been accidentally allowed to touch the scalp, wipe it off *at once;* this will prevent staining the skin.

Expose the hair to daylight whilst drying, or as soon afterwards as is possible.

It only remains to say here that all Mr. Mason's Dyes are *proved* preparations, giving natural shades to the hair which cannot be surpassed, and that they are used by a numerous clientèle who express the greatest satisfaction with their results.

CHAPTER VII.

Washing and Shampooing.

It has already been pointed out how imperative it is to keep the scalp and hair in a state of cleanliness. The obvious means by which this can be ensured is by periodically washing them, or, preferably, by shampooing them, the essential difference between washing and shampooing being that in carrying out the latter the Scalp is gently rubbed and massaged and that the operation is concluded by the application of the cold douche, details which are not necessarily a part of mere washing. In practice, however, the hair is generally shampooed and not washed, and it is with shampooing that this section will be concerned.

Frequency of the Shampoo.

Necessary as shampooing is, there is undoubtedly a tendency at the present day to shampoo the head too frequently, with the result of impoverishing the hair and making it dry and brittle. This is more noticeably the case with men than with women, and is probably not unconnected with the greater prevalence of baldness amongst the former than amongst the latter, but the too frequent use of the shampoo is also too common with women.

The frequency with which the hair should be shampooed depends in the first place, upon the degree of greasiness natural to the particular individual; secondly, upon the tendency of the scalp to free perspiration or the reverse; and thirdly, upon the extent to which one is exposed to dust and dirt.

As a general rule, it may be taken that once in four weeks is quite frequent enough for robust hair under ordinary conditions.

If, however, it be weak or dry, once in six weeks is better. Indeed, excessively dry or very weak hair should only be washed, which in such instances is preferable to shampooing, when actually necessary for cleanliness. The less frequently it is washed the better.

Hair naturally greasy may be washed as frequently as once in two or three weeks, as may the scalp which perspires freely or is much exposed to dust and dirt.

To many these intervals between each shampoo may seem unduly long, but it must be remembered that, if properly done (see page 35), the daily brushing will cleanse both the scalp and the hair.

Mason's Cinnacia.

These results of brushing may be greatly increased, so much so as almost to take the place of washing, by first moistening the scalp and hair with Mason's Cinnacia, a mildly detergent lotion possessed of great cleansing properties. As this is an antiseptic, spirituous lotion, it dries rapidly and leaves the hair soft and silky, thereby avoiding the risk of that slow drying and the rough towelling that constitute some of the disadvantages of shampooing. Unlike the too frequent use of water, it does not make the hair brittle and as it is free from the presence of Alkalies, it has no tendency to weaken and impoverish the hair, see page 9.

The method of using Cinnacia is as follows :—Pour a little into a saucer and rub it into the scalp and over all the hair for a few minutes by means of the tips of the fingers. Then brush both scalp and hair slowly but thoroughly with a soft hair-brush till dry.

Other Hair Lotions.

Similar cleansing effects result from the use of either Mason's Jaborandi Hair Tonic or his Viotis Hair Tonic. Users of these preparations will find that they effectively cleanse both head and hair and render the necessity for the shampoo much less frequent.

Dry Shampoo.

Another satisfactory way of avoiding frequent washing of the hair, is to cleanse it by means of Dry Shampoo. For this purpose Mason's Jansia Dry Shampoo should be used according to the directions which accompany the box. A little patience is required to remove all the Powder, but the result is so gratifying that it well repays the trouble, for it thoroughly cleanses the hair, removes the dirty look common to damp, greasy hair, and leaves it beautifully bright and glossy. It also makes the management and dressing of the hair much easier, for hair thus treated stands out better and the coils look fuller.

The Venetian ladies, who are universally celebrated for the beauty of their hair, use the Dry Shampoo to the exclusion of all other methods of cleansing the hair.

The Dry Shampoo, however, is suitable only for damp, greasy hair, and should not be used for very dry hair.

Norvicia Cream Soap.

Another preliminary consideration is that of the Soap suitable for the Shampoo.

It is of the highest importance that the Soap used should be absolutely pure and free from excess of alkali, rancid fat, irritating perfumes and colouring matters. Such a Soap is Mason's Norvicia Cream Soap, as this is prepared from carefully selected and pure ingredients, the base being a perfectly fresh, edible fat. The process of manufacture is so carried out as to avoid all possibility of the contamination of this Soap with Bacteria and this is a most important point. Lathering freely and yet, by reason of its freedom from excess of Alkali, without any irritating effect upon the scalp or weakening action upon the hair, it is in all respects a most desirable Soap for the Shampoo.

Sulphur Soap.

Even better than the Norvicia Cream Soap, especially when the hair is beginning to turn grey or when there is any

FIG. 6.

FIG. 7.

PHILIP H. MASON, BANK PLAIN, NORWICH.

irritation or scurfiness of the scalp, is Mason's Sulphur Soap. This Soap is prepared especially for the hair and is not only *aseptic*, free from germs, but is also *antiseptic*, possessed of the property of destroying germs. Its use can be confidently recommended not only in the special cases just referred to, but also for general use. The great demand which exists for this Soap and the frequent testimonials received testify to the high estimation which it commands.

In cases of moist, greasy scurf, a Shampoo prepared with Mason's Parma Preparation, as recommended on page 27, is to be preferred to one in which Soap is used.

Egg Emulsion. For those who prefer to use a Shampoo preparation in the place of Soap, nothing is better than Mason's Egg Emulsion. This Emulsion, unlike many of the so-called Egg Juleps, &c., which can only by courtesy be called "Egg," contains the yolks of freshly laid eggs, and is prepared by a process devised by Mr. Mason to ensure the perfect preservation of the emollient properties of the yolks for any length of time. The presence of a special distillate of Rosemary adds to the efficiency of this preparation. The leading advantages resulting from its use are, the perfect cleansing of the hair and scalp without the use of an excessive quantity of alkali, such excess not being good for the hair, and the greater pliancy and softness of the hair at the end of the process, due partly to the emollient property of the yolk and partly to the absence of excess of alkali just referred to.

How to Shampoo the Hair. Let the hair down and comb it out straight, and free from knots and snarls.

Next moisten the hair with hot water and then rub both hair and scalp thoroughly with the soap and allow it to remain a few seconds to assist to detach the scurf. After this, massage the entire scalp with the tips of the fingers and rub the soapy hair gently through the hands and fingers.

If, instead of Soap, the Egg Emulsion (or any other Shampoo liquid) be used, two or three tablespoonfuls of this should be poured into a cup and a sufficiency of this to cover all the hair and scalp should be applied, after the hair has been moistened with hot water as above, either by means of a small Shampoo brush or of the tips of the fingers. Now fill up the cup containing the rest of the Emulsion with quite hot water and, constantly dipping the tips of the fingers in this, massage the whole of the scalp with them, starting from the top of the head and working towards the circumference.

The hair itself is next thoroughly washed with the contents of the cup, the ends being treated as would be a piece of linen when in process of being washed.

Shampoo Douche. It now remains to rinse the hair thoroughly in such a way as to remove every trace of either Soap or Emulsion, and the easiest way to do this is by the use of a Shampoo Douche. This convenient appliance has two branches, one for attachment to the hot water tap and the other to the cold water tap of the bath or lavatory basin, by which the flow of water can be gradually brought from hot to cold. Its use so greatly simplifies and expedites the process of shampooing that this admirable contrivance needs only to be known to be appreciated. Its small size and easy portability are additional advantages which, added to its effectiveness, make it indispensable to all who Shampoo their hair at home. Figure 6 shows this Douche in use.

Failing the use of this Douche, there only remains the use of a small jug, which must be dipped into a larger vessel of hot water and its contents dashed upon the hair and head repeatedly until these have been thoroughly rinsed.

In any case, the water in the final applications should be as cold as can be comfortably borne and the last rinsings should come away perfectly clear, showing that all the soap or other cleansing agent has been completely removed.

Gentleness and Speed.

The act of washing must be performed with the utmost gentleness in order to avoid any risk of stretching the hair. It has been pointed out on page 9 that the hair is particularly liable to this when wet with water or with soapy or alkaline solutions.

Both washing and rinsing should be carried out as quickly as is consistent with thoroughness, for prolonged contact with water is not good for the hair.

Drying.

Gentleness and speed are desirable in washing and rinsing the hair; they are absolutely indispensable when drying the hair. The liability of the hair to stretch and to be loosened at its roots if roughly handled when wet, is very considerable and is of serious moment to the hair for the reasons given on page 9. Therefore, when drying the hair, friction of the towel upon the hair must be reduced to a minimum, and, instead of rubbing it, the hair should be gently dabbed and pressed by the towel; otherwise the strain upon the roots may in process of time bring many of the hairs quite away, not as the result of a single wash, but by the cumulative effect of repeated washings.

If the hair be not quickly dried and thoroughly, it loses its glossiness and becomes brittle and weak. It should therefore be the rule to be content with nothing short of absolute dryness of both hair and scalp. Above all, the hair should never be put up until quite dry.

The successive movements of drying are as follows:

1st. Squeeze as much water as possible out of the hair by direct pressure between the two hands.

2nd. Take a portion of the hair and *very gently* twist and wring it in a similar manner to that pursued when drying a piece of linen. Repeat this upon successive portions until all the hair has been so treated. The exercise of the greatest care is here necessary to avoid stretching or straining the hair.

3rd. Dab the hair gently with a warm, dry, soft towel, of which several should be in readiness, and then wipe it downwards from the crown upon each side of the head. The towel should scarcely move upon the hair and should not rub it, except in the very slightest degree.

4th. The greater part of the water having by this time been removed, successive portions of the hair should now be wrapped in a fresh dry towel and subjected to the wringing movement described in No. 2, observing the same precaution as to care and gentleness.

5th. Comb out the hair lightly, exercising great care in separating any tangles, and spread it out loosely over a linen or towel-horse before a fire. The combing should be done most carefully to avoid pulling out the hair, as the tangles in it, after washing and drying, are sure to be many, and must be dealt with as recommended on page 36.

Hair Dryer. The drying of the hair can be greatly accelerated by the use of a new, at least for home use, and remarkably simple contrivance—the Hot Air Hair Dryer. Mr. Mason is confident that in introducing this novelty, he is meeting a long felt want, one which has prevented many from shampooing their own hair owing to the difficulty hitherto experienced in properly drying it. This difficulty is now removed, for the current of hot air, driven upon the hair by the ingenious Rotary Fan arrangement of this Dryer, rapidly dries it. The manner of using it is shown in figure 7 and is extremely simple and easy.

Brushing and Oiling. When the hair is quite dry, it should be gently brushed. Before doing this it is most desirable that a few drops of Mason's Violet Brilliantine, or of either of the hair dressings mentioned on page 13, should be applied to the hair. Brushing will distribute the dressing evenly over the hair, where the Oil will exercise the protective properties possessed by the natural oil, which has just been entirely removed from the hair by the shampoo and which cannot be naturally replaced throughout the entire length of the hair for several days.

The quantity of Oil necessary for this purpose is only a few drops, so little, indeed, as to be almost imperceptible when well brushed in, but sufficient to have a most beneficial effect upon the hair and to make it glossy and full of life and spring.

CHAPTER VIII.

BRUSHING AND COMBING.

BRUSHING the hair is most beneficial, and it is an unquestionable fact that the head of hair which is regularly well brushed for a considerable time daily is much more glossy, attractive and beautiful than the one which lacks the same amount of attention. Hair so treated also preserves its growth much longer and is much less liable to premature fall and greyness.

The reason for this is that, by brushing, the hair and scalp are cleansed and are freed from the worn out scales of the skin, the dried perspiration, and the dust and dirt which are so prone to collect upon them.

Brushing also gently stimulates the scalp and assists to keep this and its vessels in that state of healthy activity upon which a vigorous growth of the hair depends. It also strengthens the hair by exercising it and by helping to carry the oily secretion of the sebaceous glands along its entire length.

Time required. To secure these results the hair should be brushed twice every day, once at night, before going to bed, and again in the morning. Only under very exceptional circumstances may there be any departure from this regular brushing. The regulation number of strokes of the brush which the hair should receive at night is one hundred, and these should be equally distributed so that every portion of the hair may receive its due share. Without any slavish adherence to this particular number, it may be granted that it comes very near the mark, at all events from 5 to 8 minutes are not too long a time to devote to this indispensable duty. In the morning a shorter time is sufficient.

Need of Care. That the hair may obtain the full amount of benefit from brushing, it is requisite that this should be done in the proper way, indeed careless brushing, far from being helpful, is often injurious, for when carelessly and roughly used, the brush only too

readily stretches, strains and breaks the hair, or actually plucks it out. It may also cause irritation and injury to the scalp. The careless, listless way of holding the brush and of brushing so harmful to the hair, which must be avoided, is shown in figure 8. Before, however, proceeding to describe the correct way of brushing the hair, it is necessary to say a few words about the preliminary operation, that of combing it.

Combing.

With a view to straightening it and to getting rid of any snarls or knots, the hair should always be carefully combed before brushing it. On no account may the comb be carelessly dragged through after the manner shown in figure 9, as this can only result in stretching, straining, and breaking the hair. The comb must be carefully and purposefully used, beginning a little way up the hair, about six inches from its free ends, and combing it deliberately and in a straight line to the ends. Then go further up the hair and again comb towards the ends, repeating this until all the hair has been combed throughout its entire length. Whilst doing this, the hair should be held with the other hand at a point above that from which the combing starts, but as the combing approaches the upper part of the hair nearer the scalp, there will be no further need to hold the hair in this manner.

The object of combing the hair in successive portions and of supporting it with the other hand, is to avoid straining and breaking the hair, results which would be inevitable were it to be combed at once direct from base to point, especially if any snarls or knots were present.

Obstinate Snarls.

Great patience is necessary in unravelling any entanglements and, as a discouragement to any impetuous and rough handling of these, it is well to remember that a foot of hair broken off requires from two to three years for it to be replaced by the normal process of growth. It is a good plan, when an obstinate snarl is met with, to wind the hair *above it* round the finger as shown in plate 10. By doing this all danger of breaking the hair higher up, or of pulling it out by the roots, whilst struggling with the tangle, will be avoided.

A few drops of Oil applied to the hair assist its disentanglement and diminish risk of breaking it.

Choice of a Comb.

The teeth of a comb should not be too close together; they should be blunt to avoid injury to the scalp and smooth to avoid catching and breaking the hair. Combs with a handle are easier to hold firmly, and this enables them to be used more effectively.

Brushing.

Having disentangled and straightened the hair with the comb, it is now ready for the brush, the choice of which is a matter of the greatest importance, as on the one hand much harm may be done by using a brush with short, hard bristles and, on the other, one which is badly set with weak bristles cannot penetrate the hair and thus must fail to produce those effects which make brushing so good for both hair and scalp.

Mason's Ladies' Hair Brush.

The essential points of a good brush are first, that the bristles should be long and flexible in order to avoid injury to the scalp and all risk of stretching and straining the hair, secondly, that the bristles should be as soft as is compatible with the possession of sufficient penetrative power, and thirdly, that they should be so cut and so set in the brush as to assist them to penetrate the hair, a result only attained in ordinary brushes by the use of short hard bristles, or by the admixture of whalebone. These three points have all been secured in Mason's Ladies' Hair Brush, in the manufacture of which the greatest care is taken in the selection of the finest and most flexible Siberian boar's bristles, which are the only ones allowed to be used. These

FIG. 8.

FIG. 9.

FIG. 10.

PHILIP H. MASON, BANK PLAIN, NORWICH.

bristles are also so cut and graduated, and are so arranged and set, as to ensure the greatest amount of penetration without straining the hair or injuring the scalp.

These Brushes can therefore be confidently recommended for general use, as they are found to be equally serviceable to those who have an abundance of thick, close hair and to those whose hair is so thin and weak that the use of an ordinary hair brush brings it out in quantities. The advantages of such a Brush will be the better appreciated when it is remembered that at all times, short of the period of absolute baldness, tender young hairs are every day rising above the scalp to replace those which have fallen out. This is particularly the case when hair is recovering from premature fall, for at such a time examination will show the presence of numerous young hairs, and these cannot fail to be damaged and torn out by any brush not provided with long, flexible bristles.

Proper way of brushing.

The brush should be held firmly and the start should be made from one side of a central parting, the brush being so placed as to allow nearly all the bristles to touch the scalp. With a firm, slow sweep, the brush should now be brought down the side of the head and, if the hair be short rather than long, should be carried in one stroke to the ends of the hair. The brushing is repeated on successive portions of the head and hair until every part has been thoroughly brushed.

If, however, the hair be long, the first stroke should terminate shortly after the brush has passed away from the head a little way down the hair, and this stroke should be repeated the requisite number of times. After this has been completed, the portion of the hair already brushed should either be held between the fingers and thumb of the other hand in such a way as to take the strain off the roots, or it may be pressed against the head for the same purpose. Another long, sweeping stroke of the brush should now be carried right down to the ends of the hair and repeated until this portion is sufficiently brushed.

When the hair is long, it is a good plan to thoroughly brush *all* the upper part of the hair first, and then to put around the head, just above the ears, a broad band of elastic webbing in such a way as to press the hair firmly against the head. With a well-fitting band, the rest of the hair can be freely brushed without any risk of straining the hair and weakening the attachment of its roots.

Unless one of the just mentioned precautions be taken to remove the strain, in course of time the weakening effect upon the roots from the daily brushing, year in and year out, cannot fail to be injurious.

The first part of the stroke may be fairly brisk, with a view of cleansing the scalp and imparting a gentle stimulus to it, but the latter part, which is applied to the hair away from and when unsupported by the head, should be slower and more gentle.

Every stroke of the brush should be carried *straight* down the hair, and should never be directed across it.

Glossiness.

The final brushing should be directed to making the hair glossy. This can be done, the hair having been already cleansed and invigorated by the firmer brushing just described, by using a soft brush and a very light, *polishing* stroke.

The application of a few drops of Mason's Violet Brilliantine is a great aid to this. It should be applied at the beginning of the brushing as it also diminishes the risk of stretching the hair by increasing its elasticity, see page 8.

The more prolonged the brushing, the more glossy the hair will be.

Wet Hair. The hair should never be brushed whilst wet with water, but this prohibition does not extend to hair wet with spirituous hair lotions, such as Mason's Jaborandi or Viotis Hair Tonics, nor to hair when freshly oiled.

Clean Brushes. Too much attention cannot be paid to keeping hair brushes and combs thoroughly clean. Unless they are clean, the hair and scalp cannot be cleansed by them, indeed they themselves then become a source of uncleanliness and may even become a harbourage for Bacteria harmful to both hair and scalp.

Brushes should be washed at least once a week and the following is an easy and rapid way of doing this.

Pour into a flat pie dish just enough water to cover the whole length of the bristles of the brush when placed with bristles downward in it, but not enough to rise above the sides of the brush itself or to cover any part of its back.

To this water add a tablespoonful of the Strongest Liquid Ammonia sp. gr. 880, obtainable from any chemist, and allow the brush to remain in the mixture for a few seconds. Then move the brush backwards and forwards, keeping the bristles still covered by the mixture, two or three times and also dip it in and out three or four times. Now remove it from the dish and hold it under a water tap, with the water running at full pressure, until the smell of ammonia has passed away from the bristles. Shake all the water possible out of the bristles, dab them with a soft cloth and, when free from all adhering moisture, place the brush, bristles downwards, upon the plate rack of a kitchener in which there is a slow fire. The brush must not be exposed to any great degree of heat, and this is especially the case with ivory and silver mounted brushes, as that would be liable to melt the cement which holds the bristles and the back in their places, but the quicker the process of drying is carried out, the longer will the bristles retain their strength.

Brushes and Combs should not be left lying on the dressing table, exposed to contamination by the germs and dust always present in the atmosphere, but should be kept in a box or other well closed receptacle.

Promiscuous use of Brushes. No one should use another's brushes and combs, and no one should allow hers to be used by any one else.

At the hair-dresser's, it should be made the rule to insist upon the use of one's own brushes and combs only. The reasons for these limitations are so obvious that they call for no explanation.

LIST OF PRICES of the preparations mentioned in the preceding pages. For full price list, see Mason's complete Toilet List, which contains not only a much fuller description of the following articles, but also of many other preparations for the Hair and for the Toilet generally. Of the complete list, "The Queen" recently said: "This Toilet List is well worth studying, for its explanatory notes make it a sort of manual as to the treatment of face, hair, &c."

In "Mason's Face Massage and the Care of the Complexion" will be found a complete treatise upon the Art of Massage as applied to the complexion, besides general notes of extreme value for the preservation of beauty.

Dame Deborah Primrose says "Send for Mr. Mason's book, 'Face Massage and the Care of the Complexion.' This book is splendidly illustrated with original photographs and clearly shows how to massage oneself for the preservation of the beauty of one's complexion and contours."

Much new and useful information about the Skin and Hair, together with certain improved methods of Face Massage, will also be found in Mr. Mason's latest publication, "Some Toilet Hints."

Either of these publications will be sent free upon application to **PHILIP H. MASON, Bank Plain, Norwich.**

Amandolein. 1/9
A purely vegetable Oil for dressing the hair, especially adapted for use after the application of a Hair Stain.

Basic Cream. ... ... 3/6 & 10/6
An effective emollient for Massage of the Scalp, which increases the activity of the vessels of the scalp and imparts tone to the muscles and tissues. It also prevents the formation of scurf.

Cinnacia. 3/6
A vegetable substitute for Benzole Hair Washes, which cleanses the hair and causes it to dry quickly in a crisp and wavy condition.

Detersive Lotion. 3/6
Very effective for removing dry scurf and the accompanying irritation of the scalp. It also stimulates the local circulation and strengthens the tissues.

Egg Emulsion. 3/6
For Shampooing the Hair. It perfectly cleanses the hair and scalp and leaves them pliant and soft. Far superior to Shampoo Powders. Made from fresh eggs.

Hair Dryer. 12/6
A novel and most useful contrivance for rapidly drying the hair after shampooing, which heats the air and, by means of a rotary fan, drives the heated current rapidly through the hair. Simple in use and quite indispensable.

Hæmoglobin Perles. 2/9
A course of Hæmoglobin increases the number of red corpuscles in the blood, improves the circulation, appetite and digestion, and increases the strength. These good results are shared by the hair-growing organs in which the renewal of vigour causes an increased growth of the hair. In Mason's Perles the Hæmoglobin is in a specially pure and active condition, and as a consequence of this they may be depended upon for a speedy production of the best possible effects of Hæmoglobin.

Jaborandi Hair Tonic ... ... 3/6 & 10/6
The celebrated Lotion for increasing the growth of the Hair, for preventing its fall, and for reviving the activity of the hair-growing organs when these are dormant. It also possesses the remarkable property of stimulating the secretion of the colouring matter of the Hair, thus checking greyness.

Jansia Hair Food 2/9
Nourishes the hair, stimulates and strengthens its growth, and prevents fall. Its use is confidently recommended in all stages of loss of hair.

Jansia Dry Shampoo 2/-
Cleanses the hair and leaves it bright, fluffy and glossy. Removes all dampness and greasiness, and prevents loss of hair from this cause. Makes the hair dress better and more easily, causes it to stand out well and makes the coils look fuller. Should be used only for moist, greasy hair, and *not* for naturally dry hair.

Ladies' Hair Brush. ... ... 6/9, or in Ebony ... 8/-
A long-haired, soft brush, with selected, flexible Siberian Boar's bristles of carefully graduated lengths, so as to ensure the greatest amount of penetration without straining or stretching the hair. Especially recommended to those whose hair is fine and delicate; and in all cases of excessive fall.

Norvicia Cream Soap.
4/6 per box of 12 tablets; a single tablet ... 6d.
An absolutely pure superfatted Soap, free from all irritating substances, specially suitable for washing the hair.

Palma Christi Extract. ... ... 1/6, 3/6 & 10/6
An ideal Dressing for the Hair, in which a combination of Oil with other ingredients has been attained with the happiest results. Although entirely free from excess of greasiness, this Extract keeps the hair soft and moist, and invigorates the action of the scalp.

Parma Preparations. ... Two preparations, in case ... 4/6
For a damp, oily condition of the hair, and for greasy scurf. The combined use of these two valuable preparations removes the scurf, unblocks the hair follicles and restores the glands and capillaries to their natural, healthy action. They also destroy those Bacteria whose presence is largely connected with this form of scurf and with the premature fall of the hair.

Petrolate of Sulphur. 2/6
Promotes the growth of the hair and largely increases the formation of the colouring pigment. In combination with Mason's Jaborandi Hair Tonic, the success of the Petrolate in preventing and removing greyness is remarkable. It is also very effective in the treatment of dry scurf.

Pommade Sédative et Tonique. 2/3
Especially valuable for removing scurf and for alleviating and removing irritation of the Scalp, making the latter clean, soft and healthy. It also greatly encourages the growth of the hair and prevents its fall.

Primrose Lotion. 2/6
The non-greasy form of Petrolate of Sulphur, for those with moist hair. In combination with one of the Jaborandi Hair Tonics, this Lotion is very effective in retarding the approach of greyness, and in removing present greyness.

Shampoo Douche. 9/-

This convenient appliance has two branches, one for attaching to the hot-water tap, the other to the cold-water tap of the bath or lavatory basin. Its use greatly simplifies and expedites the process of shampooing. Small and portable.

Steel Perles. 2/9

A carefully prepared form of this valuable tonic, especially suitable in all cases of Anæmia and general weakness; when impaired condition and loss of hair arises from these causes, these Perles are of the greatest service in producing a vigorous growth.

Sulphur Soap. 1/1

The best soap for washing the hair and scalp, especially when scurf is present, or when there is a tendency towards greyness.

Tannaseptine. 3/6

A powerfully antiseptic Lotion of great value in obstinate persistence of scurf. It destroys Bacteria, promotes a healthy, sound condition of the scalp, and braces up and strengthens the tissues and vessels. It also assists to regulate the secretion of the sebaceous glands, and is very useful for correcting excessive dampness of the hair.

Violet Brilliantine. 1/3

Prepared from the Violet Oil and possessing similar properties.

Violet Oil. ... ... 1/9 & 3/-

An admirable Dressing which prevents and removes dryness and brittleness of the hair without making it greasy. It also imparts an admirable glossiness, as well as an unusual amount of that life and "spring" without which the hair cannot be effectively dressed. It is delightfully perfumed.

Viotis Hair Tonic. ... ... 3/6 & 10/6

Another form of Mason's Jaborandi Hair Tonic especially adopted for a moist, greasy condition of the hair. It has the same properties as the latter preparation, both in promoting a vigorous growth of the hair and in arousing the dormant action of the colour-secreting functions.

Wild Rose Curling Fluid. 3/6

This fluid greatly increases the curling effect and makes it more lasting.

HAIR DYES.

Auburn Tincture. ... ... 3/6, 10/6 & 21/-

Prepared in five shades, auburn, auburn-red, golden-auburn, auburn-brown, and dark brown-auburn. Imparts a perfectly natural shade and is quite harmless, cleanly and permanent. Invaluable for touching up the brighter shades of hair at the first approach of greyness.

Extract of Walnut and Nutgalls. ... ... 3/6 & 10/6

Perfectly effective in giving to grey hair various shades of rich natural brown.

Garrison Hair Dye. ... ... 3/6 & 10/6

Prepared in two shades for black and dark brown hair. Safe, easy in application, rapid, cleanly, and so exceedingly permanent that it can be washed without affecting the colour.

Henna Leaves. ... ... in ¼ lb. boxes ... 1 6

The many Ladies who have lived abroad and are accustomed to use Henna Leaves, can be supplied with them, of the finest quality, either whole or in powder.

Henna Dye. ... ... 3/6 & 10/6

For light brown and auburn hair. An entirely vegetable preparation, simple in application.

Oxyglintine. ... ... 3/6 & 10/6

For imparting golden and bronzy tints and reflêts, and for keeping the hair light and brilliant.

Peroxide of Hydrogen. ... ... 4/- & 10/6

For giving a bright golden tint to the hair. Prepared by a special process, this Peroxide is free from any chemical impurity or adulteration, and is very superior to the ordinary commercial article.

Pyrogallic Hair Dye. 4/8

A most effective dye for black and dark brown hair. Instantaneous in effect, simple in application and very lasting. It may be washed without fear of removing the colour.

Russet Stain. ... ... 4/6 & 10/6

An excellent preparation for all light and warm brown tints. Perfectly safe, cleanly and permanent. Washing only lightens the colour imparted to the hair, but does not remove it. Prepared in two shades—russet and golden russet, which can be graduated to suit all shades of hair.

Special Golden-Brown Tincture. 4/6

This remarkably effective Stain imparts most natural tints to faded, light and grey hair. It is very permanent and can be washed. Also perfectly harmless, cleanly, and easy of application. Prepared in four shades—golden-brown, flaxen, flaxen-gold and ruddy-gold.

A remittance to the full value of the goods must accompany each order. All articles are sent post free to any address in Great Britain. For the Colonies and Foreign Countries the cost of the additional postage must be added to the remittance.